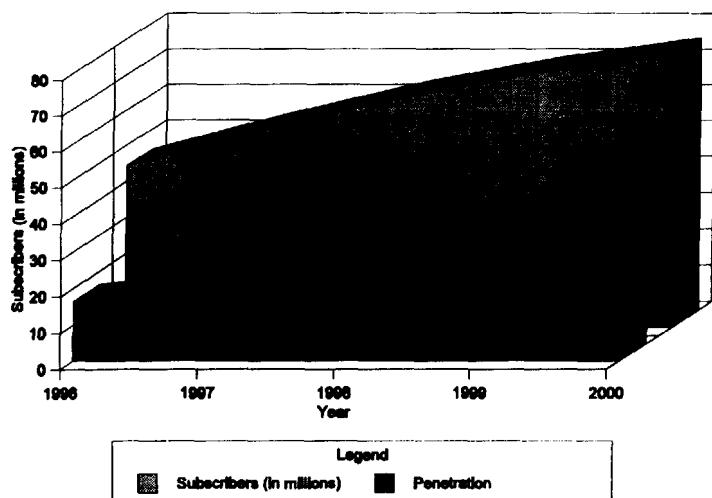


Prepared for PCIA's Wireless Market Portfolio
 by Paul Kagan Associates, Inc.
5-Year Cellular Telecom Projections

5-Year Cellular Telecom Projections	1996	Year 1 1997	Year 2 1998	Year 3 1999	Year 4 2000	Year 5 2001	CAGR 96-2001
Cellular mobile pen. (total)		16.35%	19.86%	22.90%	25.11%	26.80%	28.09%
Subs EOY: cellular mobile (000)	44,300	54,346	63,275	70,079	75,509	79,920	13%
Sub growth rate: cellular	31.1%	22.7%	16.4%	10.8%	7.7%	5.8%	
% total broadband subs: cellular	99%	97%	94%	89%	85%	81%	
Net new subs: cellular (000)	10,499	10,046	8,930	6,804	5,430	4,410	-16%
% increm. broadband sub gains: cellular	97%	90%	80%	60%	50%	48%	
Cellular mobile service rev. \$(mil.)	22,397	25,850	28,913	31,729	33,745	34,558	9%
Cellular mobile serv. rev/sub	\$47.80	\$43.68	\$40.97	\$39.65	\$38.63	\$37.06	-5%
Cellular roaming rev. \$(mil.)	2,793	3,058	3,289	3,508	3,661	3,671	6%
Cellular mobile wrls. rev. \$(mil.)*	25,257	29,063	32,550	36,031	39,094	40,649	10%
Cellular rev/sub					\$53.90	\$49.10	
\$46.12		\$45.03		\$44.75	\$43.59		-4%
Mobile rev. mkt. share: cell.					100%	98%	
96%		92%		87%	83%		

Cellular Subscribers and Penetration



note: Broadband subscribers includes cellular and PCS, but excludes home cellular fixed wireless revenue

* Includes revenue from wireless data. See separate table.

PCIA's Wireless Market Portfolio

**Mobile Data Subscriber Growth
1995-2000
by MTA-EMCI**

Mobile Data	1995	1996	1997	1998	1999	2000
Subscribers (in millions)	1.1	1.4	1.8	2.3	3.2	4.1
Penetration	0.40%	0.50%	0.70%	0.90%	1.20%	1.50%

Note: Mobile data subscribers include dedicated data networks and mobile data users on cellular, PCS and SMR systems. Not included are two-way paging subscribers or mobile satellite data users.

**Wireless Data Revenue
1996-2001
by Paul Kagan Associates, Inc.**

5 Year Wireless Data Projections		Year 1	Year 2	Year 3	Year 4	Year 5	2001 est.CAGR
		1996 est.	1997 est.	1998 est.	1999 est.	2000 est.	
Cellular data rev.\$(mil.)	67	155	347	793	1,687	2,420	105%
PCS data rev. \$(mil.)	2	15	66	208	427	680	221%
Wireless data rev./yr.\$(mil.)	69	169	410	994	2,106	3,095	114%

Prepared for PCIA's Wireless Market Portfolio The International Outlook

Global Wireless Opportunities by Deloitte & Touche Consulting Group David J. Roddy

Economic experts agree that most global economic growth is likely to take place outside the U.S. over the next decade. A sound telecommunications network is undoubtedly a key dynamic driver of economic growth. Landline, wireless and video information technology have as much potential to create change in the global economy as mass-market manufacturing did in the Western world at the beginning of the industrial revolution.

The U.S. Department of Commerce recently designated 12 countries as Big Emerging Markets: China, India, Indonesia, Korea, Taiwan, Hong Kong, Turkey, South Africa, Argentina, Brazil, Mexico and Poland. They are most likely to be receptive to U.S. investment and sustained economic growth over the next two decades.

Because the Pacific Rim emerging markets are low in telephones, high in economic growth, and abundant in population, they clearly are key future markets for companies in both the telecommunications infrastructure and telephone service industries. China could be the largest economy in the world by 2010, with a huge demand for the basic services of electricity, paved roads, and what is known as Plain Old Telephone Service. With other Asian governments planning to expand their own economic activity, the demand for telephony will undoubtedly grow dramatically.

Most developing countries recognize that wireless service is frequently less expensive to construct and operate than traditional landlines, and it can be brought to market in one-third the time. Not surprisingly, most telephone infrastructure construction proposals in non-U.S. markets now involve significant wireless capabilities. Globally, annual subscriber growth is at least 70% worldwide with even higher growth in the East Asian markets.

Given these factors, most telecommunications analysts believe that wireless will continue to increase its share of total telephone traffic. In fact, some 25% of the telephone lines added in the world in 1993 and 1994 were wireless. We predict that wireless minutes of use will increase from 56 billion in 1993 to 2 trillion in 2003. Just after the turn of the century, 25% of global phone usage could be wireless. Reaching this percentage would require a 43% annual growth rate in wireless minutes of use. Extending this forecast another 10 years, nearly half of all phone traffic could be wireless by 2013—whether cellular, PCS, or mobile satellite services. From the perspective of the wireless industry, the global focus presents tremendous opportunities in the telecom marketplace.

International Summary by Donaldson, Lufkin & Jenrette

European wireless subscriber counts are up 20 percent, or at a running rate of just under 50 percent. While European penetration is roughly half that in the United States, accounting in part for the faster growth, Scandinavia's is the highest in the world, exceeding 24 percent in both Sweden and Norway, with 22 percent in Finland and 18 percent in Denmark. A big reason is the earlier start. Many of the Scandinavian systems started in 1981, two to four years ahead of most American ones.

In Germany, market growth slowed until recently, but was still up 55% year over year. The number of analog subscribers in Germany, as in Sweden, is declining. The most developed is the United Kingdom, now at 10% penetration. The fastest growth has been from the new PCS operators, particularly Orange. In the U.K., too, the number of analog subscribers has been declining. Eastern European cellular subscriber counts rose 88 percent, however. Cellular subscriber growth in the Asia/Pacific region exceeded those in North America for the first time: 11.1 million versus 10.1 million. Latin American cellular markets grew 71%. The most spectacular performance has been in Japan, where cellular subscriber totals rose 133 percent to 8.05 million. The acceleration in Japan reflects falling handset and service prices.

Total Worldwide Cellular/PCS and Paging Subscribers
1995-2001

	1995	1996	1997	1998	1999	2000	2001
Cellular/PCS	86,595,996	123,171,207	164,658,263	210,758,227	258,143,215	310,793,342	362,103,202
Paging	93,855,677	119,752,420	143,420,497	164,697,277	183,673,995	201,736,224	219,588,

Source: MTA-EMCI

Cunha 9/25/95

CTIA estimated 28.15 million cellular phones were in service as of June, with total now approaching 30 million. Capital investment reached \$2.8 billion, with 6,700 new jobs created, CTIA said. Industry has been growing at annual rate of 45%, group said.



NEWS

Federal Communications Commission
1919 - M Street, N.W.
Washington, D.C. 20554

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70074

This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action. See MCI v. FCC. 515 F 2d 385 (D.C. Circ 1974).

OCTOBER 7, 1996

BROADCAST STATION TOTALS AS OF SEPTEMBER 30, 1996

The Commission has announced the following totals for broadcast stations licensed as of September 30, 1996:

AM RADIO	4872
FM RADIO	5390
FM EDUCATIONAL	1850
<hr/> TOTAL	12112
UHF COMMERCIAL TV	627
VHF COMMERCIAL TV	560
UHF EDUCATIONAL TV	241
VHF EDUCATIONAL TV	123
<hr/> TOTAL	1551
FM TRANSLATORS & BOOSTERS	2675
UHF TRANSLATORS	2650
VHF TRANSLATORS	2280
<hr/> TOTAL	7605
UHF LOW POWER TV	1387
VHF LOW POWER TV	555
<hr/> TOTAL	1942

Per Broadcast & Cable

10/2/95

Updated for

Sep 96

Total LPTV 1751

FM Trans/borries 2433

VHF/UHF Trans 2266 + 2560

cable subscribers 62.2 million

The New York Times

DATE 3/25/96
PAGE D5

A 40% Jump in Cellular Phone Users

WASHINGTON, March 24 (Reuters) — More than 9.6 million new customers started using a mobile phone in 1995, raising the total of Americans with cellular phones by 40 percent, to 33.8 million, the Cellular Telephone Industry Association said today.

Annual revenues reached \$19 billion, up 34 percent from a year earlier, the group said, noting that 13 percent of Americans are now users.

Roaming revenues — charges to cellular users away from their home areas — rose to \$2.54 billion in 1995 from \$1.83 billion in 1994.

The average monthly bill fell to \$51 from \$56 a year ago, reflecting an increased number of casual users as the cost of owning and using a mobile phone fell.

The industry now employs 68,000 people, up from 54,000 a year ago.

Washington Times 3/25/96 Pg. A14

Cellular phones spread

More than 9.6 million customers started using mobile phones in 1995, boosting the number of Americans with cellular phones by 40 percent to 33.8 million, the Cellular Telephone Industry Association said yesterday. "In one year we added as many customers as we did in the first nine years of the industry," the group said. Annual revenues reached \$19 billion, up 34 percent from 1994, the group said, noting that 13 percent of Americans are now users. The average monthly bill fell to \$51 per month from \$56 a year ago.

30

FCC Study: Cable Remains Dominant

By TED HEARN

WASHINGTON — Cable's market share dropped slightly in 1996 as a result of direct-broadcast satellite competition, but the decline failed to supplant cable as the nation's dominant provider of multichannel video programming, according to a new federal study.

The study, released by the Federal Communications Commission last week, found that cable operators last year served 89 percent of the nation's multichannel video subscribers, down from 91 percent in 1995.

Between 1995 and October 1996, basic cable
subscribership grew from
61.5 million to about 63.5

million — a period in which the overall multichannel market grew by 2.3 million subscribers — the study said.

The study found that cable's market-share erosion was the result of surging DBS growth. DBS grew from 1.7 million subscribers to 4 million through the first nine months last year, the FCC said.

In other results, the study found that:

- A total of 50 percent of all cable subscribers are served by cable clusters serving at least 100,000 subscribers.

- Horizontal integration among top MSOs increased, but the multichannel video industry is "moderately concentrated."

- Ownership of national satellite programming vendors by cable systems operators ("vertical integration") declined from 51 percent to 44 percent, largely as a result of Viacom Inc.'s cable-system sale to Tele-Communications Inc.

- License fees paid by cable operators to nonpremium cable networks grew 19 percent between 1994 and 1995, from \$2.2 billion to \$2.6 billion, while license fees to premium networks grew from \$1.9 billion to \$1.94 billion (a 2.1 percent increase) during the same period.

- Between 1994 and 1995, MMDS (wireless cable) subscribership grew 41 percent, from 600,000 to 847,000 subscribers. But the study warned that MMDS' future remains cloudy, given the decision by Bell Atlantic Corp. and Nynex Corp. to withdraw their \$100 million investment in CAI Wireless Systems Inc.

- SMATV subscribership grew 10.5 percent between 1995 and 1996, from 950,000 subscribers to 1.05 million. MCN

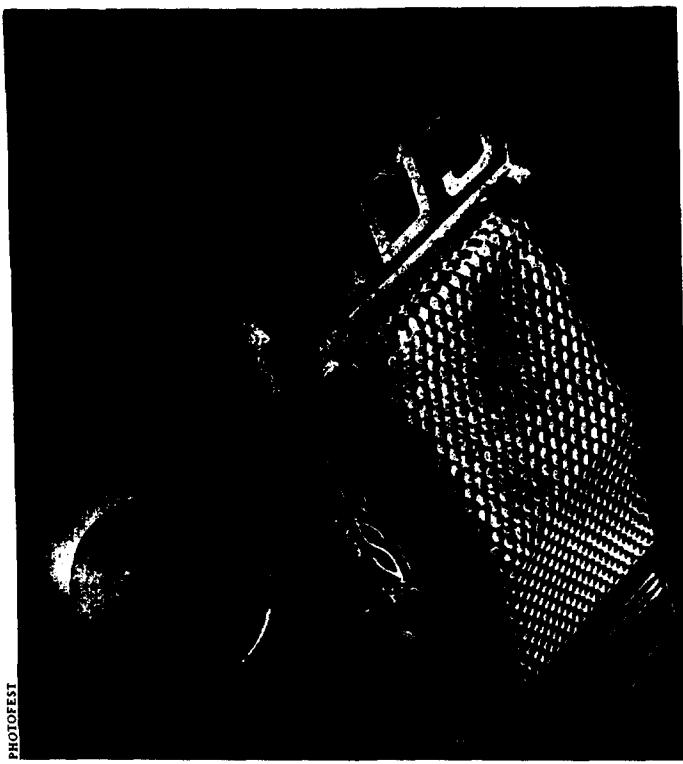
Conn Daily 5/15/95

Number of paging subscribers increased 38% in 1994,
according to soon-to-be-released figures by Economic & Management
Consultants

International (EMCI). There were 27.3 million paging subscribers
in 1994, up from 19.8 million in 1993, said EMCI analyst Dorothy
Salmon.

An Ear for the CBS Eye

Radio is entering a new golden age—at least of revenues



Full circle: All that's missing is Jack Benny and Ed Murrow

BY RICHARD TURNER

LOVE TRAFFIC JAMS," MEL KARMAZIN says. "Every time I get stuck at the Lincoln Tunnel, I see my cash flow going up." This is a standard line for the reclusive radio mogul, and he relishes how hard-nosed it sounds.

Karmazin likes to play a business-suited

Terry
F4 T
X

to me. They think they know me."

Radio can be a comfort zone. It's listening to Vin Scully doing the Dodger game, finding a great old song on a faraway 50,000-watt station on the highway late at night. It's how Sylvia Poggioli says her name on NPR when she signs off from Rome. Ah ... never mind. With more than 10,000 stations in the United States, radio remains, in places, remarkably local, personal and quirky.

Some just call it pedestrian. Radio has long been the poor cousin of the media, tagged as obsolete ever since the advent of television. Many on Wall Street still consider it to be a sleepy, antiquated sideshow. Ad agencies spurn it as inferior to TV and not worth the effort. The big media companies often seem to ignore it. Even the ones that happen to own radio stations wound up with them because they were packaged with more glamorous things like MTV and ESPN. And they're difficult to unload be-

Owning the Airwaves

The Westinghouse-Infinity merger puts the company high atop an industry that makes money the old-fashioned way.

RADIO GROUP	TOTAL STATIONS	1996 PROJECTED REVENUES
Westinghouse/CBS	79	\$1,009,400,000
Jacor	92	389,699,000
Evergreen	41	375,200,000
American Radio Systems	94	356,895,000
Disney/ABC	21	285,101,000

SOURCE: DUNCAN'S RADIO MARKET GUIDE

Paging Industry Thrives In Face Of Competition

By Paula Bernier

Some heard the death knell for paging when digital wireless carriers began rolling short messaging into their service sets. But reports of the paging industry's demise have been greatly exaggerated.

"We had projected there would be 42.3 million U.S. subscribers by the end of this year, but our feeling now is that may be low," says John Zahurancik, a consultant with MTA/EMCI.

'We had projected there would be 42.3 million U.S. subscribers by the end of this year, but our feeling now is that may be low'

Consistently dropping costs, the small size and long battery life of pagers, new distribution channels and the addition of consumers as a target audience all

have contributed to the impressive growth in paging, says Zahurancik. Four or five years ago, paging service typically sold for between \$15 and \$20 a month; now the norm for numeric paging services is about \$6 a month, he says. In 1992, pagers sold for about \$100; today \$70 is the average retail price for a numeric pager, he says. And now it isn't unusual for customers to get those services and pagers at retail stores, rather than having to go to a

which allows a pager to receive voice messages and store them for replay at the subscriber's convenience.

Paging companies, like everyone else, are also creating tie-ins between their services and the Internet. RAM

Mobile Data recently announced its RAMfirst interactive paging service that lets users receive and respond to pages, initiate customized pages, access databases, and send and receive from the Internet.

And Motorola's Messaging Systems Products Group is planning its PageWriter two-way pager, which is small enough to wear on a belt and includes a keyboard and graphics display, for the first half of 1997. ▲

SIEMENS
Stromberg-Carlson



In the very near *future*,
everyone will be on the
Internet

FCC ponders auctions as a means to award little LEO licenses

By Jeffrey Silva

WASHINGTON—The Federal Communications Commission is considering auctioning low-earth-orbit mobile data satellite licenses from the remaining pool of applicants.

The prospect of auctions, a regulatory tool not used in global satellite licensing to date, could prompt little LEO applicants to partner or pull out of the running. The FCC is believed to be banking on that outcome as a result of the United States' failure to secure more frequencies at the 1995 World Radio Conference in Geneva.

Holding an auction for little LEOs could create complications and uncertainties for applicants, regulators and in-

vestors because the systems are global and the spectrum slots purchased would be good only for U.S. coverage. As such, firms would have no assurance of getting comparable LEO channels in other countries and valuation of spectrum from one country to another would vary.

Moreover, the price for little LEO spectrum would add to the considerable capital costs of building mobile data satellite systems in a new, untested market. For this and other reasons, the FCC—despite its aggressive advocacy of auctions—has sidestepped competitive bidding for global satellite services.

The FCC last year issued little LEO licenses to Orbital Communications Corp., Starsys Global Positioning

Inc. and Volunteers in Technical Assistance.

Still pending are applications from LEO One, CTA Commercial Systems, E-Sat Inc., Final Analysis Commu-

The tricky part for the FCC will be to supply new entrants with spectrum so that a competitive field of multiple little LEO operators can be realized.

nizations Service Inc. and GE American Communications Inc. In addition, the three existing little LEO licensees have filed for more frequencies. That brings the total

number of applications in the second processing round to eight.

To winnow down that number and maximize competition, the FCC proposed to limit future little LEO licensing to new applicants and to apply strict financial qualifications. The tricky part for the FCC will be to supply new entrants with spectrum so that a competitive field of multiple little LEO operators can be realized. To do this, the FCC contemplates having new little LEOs share federal government spectrum.

Presently, little LEOs can offer mobile data worldwide to small, handheld devices in the 137-138 MHz, 148-149.9 MHz and 400.15-401 MHz bands via next-generation

satellites that are smaller, less powerful and orbit at lower altitudes than today's powerful, high-flying birds. Those characteristics enable subscriber equipment to be portable.

One of the early pioneers, Orbcomm, apparently continues to have problems getting satellites into space. Orbital Sciences Corp., the Dulles, Va.-based parent company, reportedly encountered another launch failure last week—it's third in two years.

While little LEOs are limited to data, big LEO systems costing billions of dollars will offer pocket telephone service above 1 GHz worldwide.

Licenses for big LEOs have been granted to Motorola Inc., Loral Corp. and TRW Inc.

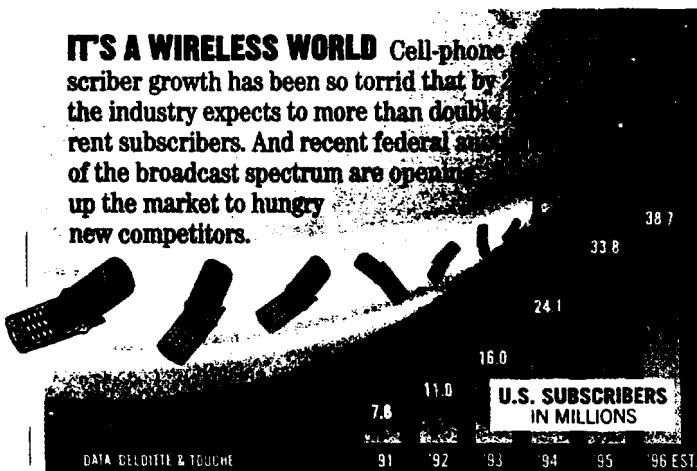
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Page 12

THE BIG PICTURE

IT'S A WIRELESS WORLD Cell-phone subscriber growth has been so torrid that by 1996, the industry expects to more than double current subscribers. And recent federal auctions of the broadcast spectrum are opening up the market to hungry new competitors.



DATA: DELOITTE & TOUCHE

Television Market Rankings

Listing 209 markets according to Arbitron Area of Dominant Influence Television Households

Arbitron ADI, TV Household information & rank are based on the 1993 to 1994 Arbitron Television Markets and Rankings Guide.

Market	Arbitron ADI TV Households	Rank	Market Area Commercial Stations
A-452			
A-1017			
) A-923	New York, NY	6,723,700	1 WABC-TV (7), WCBS-TV (2), WHAI-TV (43), WHSE-TV (68), WHSI-TV (67), WLIG (55), WMBC-TV (63), WNBC (4), WNNU (47), WNYW (5), WPDX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41)
) A-982	Los Angeles, CA	4,978,800	2 KABC-TV (7), KCAL (9), KCBS-TV (2), KCOP (13), KDOC-TV (56), KHIZ (64), KHSC-TV (46), KMEX-TV (34), KNBC-TV (4), KRCA (62), KSCI (18), KSTV-TV (57), KTBN-TV (40), KTLA (5), KTTV (11), KVEA (52), KWHY-TV (22)
) A-527	Chicago, IL	3,076,500	3 WBBM-TV (2), WCFC-TV (38), WCIU-TV (26), WEHS-TV (60), WFLD (32), WGBO-TV (66), WGN-TV (9), WJYS (62), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNS-TV (44), WWTO-TV (35)
) A-217	Philadelphia, PA	2,661,800	4 KYW-TV (3), WBPH-TV (60), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WGTW (48), WHSP-TV (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGI-TV (61), WTVE (51), WTXF (29), WWAC-TV (53)
..... XXV	San Francisco, CA	2,225,500	5 KBHK-TV (44), KCNS (38), KDTV (14), KFCB (42), KFTY (50), KFWU (8), KGO-TV (7), KICU-TV (36), KLXV-TV (65), KNTV (11), KOFY-TV (20), KPDX (5), KPST-TV (66), KRON-TV (4), KSTS (48), KTSF (26), KTVU (2)
..... XXVII	Boston, MA	2,116,200	6 WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHDH-TV (7), WHSH-TV (68), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WQTV (68), WSBK-TV (38), WUNI (27)
..... III	Washington, DC	1,822,400	7 WDCA (20), WFYI (50), WJLA-TV (7), WRC-TV (4), WTKK (66), WTMW (14), WTTG (5), WUSA (9)
A-1053	Dallas-Fort Worth, TX	1,788,000	8 KDAF (33), KDFI-TV (27), KDFW-TV (4), KDTX-TV (58), KFWD (52), KHSX-TV (49), KLDT (55), KMPX (29), KTVT (11), KTXA (21), KUVN (23), KXAS-TV (5), KXTX-TV (39), WFAA-TV (8)
A-645	Detroit, MI	1,739,100	9 WADL (38), WDIV (4), WGPR-TV (62), WJBK-TV (2), WKBD-TV (50), WXDN (20), WXYZ-TV (7)
, A-109	Houston, TX	1,520,900	10 KHOU-TV (11), KHSH-TV (67), KHTV (39), KNWS-TV (51), KPRC-TV (2), KRIV (26), KRTW (57), KTFH (49), KTMQ (48), KTRK-TV (13), KTXH (20), KXLN-TV (45)
A-715	Atlanta, GA	1,516,300	11 WAGA-TV (5), WATL (36), WGNX (46), WHSG (63), WNGM-TV (34), WSB-TV (2), WTBS (17), WTLK-TV (14), WVEU (69), WXA-TV (11)
4-1990	Cleveland, OH	1,449,700	12 WAKG-TV (23), WBAX-TV (55), WDLI (17), WEWS (5), WGGN-TV (52), WJW-TV (8) WKYC-TV (3), WMFD-TV (68), WOAC (67), WOIO (19), WQHS-TV (61), WUAB (43)
iii, XXII	Seattle-Tacoma, WA	1,438,600	13 KBGE (33), KCPO (13), KCWT (27), KING-TV (5), KIRO-TV (7), KOMO-TV (4), KSTW (11), KTBW-TV (20), KTZZ-TV (22), KVOS-TV (12)
Cover	Minneapolis-St. Paul, MN	1,418,100	14 KARE (11), KCCO-TV (7), KCCW-TV (12), KITN-TV (29), KLGT-TV (23), KMSP-TV (9), KRWG (43), KSAX (42), KSTP-TV (5), KUBL (41), WCCO-TV (4)
Cover	Miami, FL	1,308,200	15 WBFS-TV (33), WGX (6), WLDP-TV (35), WDLZ (39), WEYS (22), WHFT (45), WLTV (23), WPLG (10), WSCV (51), WSVN (7), WTVJ (4), WTHS-TV (69)
..... XI	Tampa-St. Petersburg, FL	1,266,600	16 WBHS-TV (50), WCLF (22), WFLA-TV (8), WFTS (28), WTMV (32), WTDG (44), WTSP (10), WTTA (38), WTVT (13)
..... XII	Pittsburgh, PA	1,152,500	17 KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Cover	St. Louis, MO	1,114,200	18 KOLN-TV (30), KMVO (4), KMLC (24), KPLR-TV (11), KSDK (5), KTVI (2), WCEC (13), WHSL (46)
A-893	Sacramento-Sтоктон, CA	1,093,000	19 KCMY (29), KCRA-TV (3), KCSD (19), KFTL (64), KOFV (13), KRBK-TV (31), KSCB-TV (58), KTXL (40), KCTV (10)
-1279	Denver, CO	1,090,100	20 KCEC (50), KCNC-TV (4), KDVR (31), KFNR (11), KMGH-TV (7), KREG-TV (3), KSBS-TV (24), KTVB (20), KUBD (59), KUSA-TV (9), KWGN-TV (2), KWHD (53)
A-285	Phoenix, AZ	1,061,300	21 KMOH-TV (6), KANX-TV (15), KPAZ-TV (21), KPHO-TV (5), KPNX (12), KTSP-TV (10), KTVK (3), KTVW-TV (33), KUSK (7), KUTP (45)
..... XV	Baltimore, MD	977,100	22 WBAL-TV (11), WBFF (45), WHSV-TV (24), WJZ-TV (13), WMAR-TV (2), WNUV-TV (54)
..... XVI	Orlando-Daytona Beach-Melbourne, FL	972,100	23 WACX (55), WBSF (43), WCPX-TV (6), WESH (2), WFTV (9), WRB (56), WRCF (18), WOR (35), WTGL-TV (52)
..... XVII	San Diego, CA	919,900	24 KFMB-TV (8), KGTV (10), KNSD (39), KTTV (69), KUSI-TV (51), XETV (6), XEWT-TV (12)
..... XVIII	Hartford-New Haven, CT	912,400	25 WFSB (3), WTC-TV (61), WTNH-TV (8), WTWS (26), WTXX (20), WWT (30)
..... XVIX	Indianapolis, IN	905,000	26 WCLJ (42), WHMB-TV (40), WIB (63), WISH-TV (8), WMCC (23), WRTV (6), WTHR (13), WTTK (29), WTTV (4), WXXN (59)
..... XVII	Portland, OR	886,600	27 KATU (2), KBSP-TV (22), KEBN (32), KGW-TV (8), KNMT (24), KOIN (6), KPID (49), KPTV (12)
..... XVIII	Milwaukee, WI	780,800	28 WCGV-TV (24), WDJT-TV (58), WHKE (55), WISN-TV (12), WITI-TV (6), WJIA (49), WTMU-TV (4), WYCF-TV (30), WWTV (18)
..... XVIX	Kansas City, MO	780,700	29 KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KSMO-TV (62), KYFC (50), WDAF-TV (4)
..... XVII	Charlotte, NC	779,000	30 WBTV (3), WCCB (18), WCNC-TV (36), WHKY-TV (14), WJZY (46), WSOCTV (9)
..... XVIII	Cincinnati, OH	771,000	31 WCGO-TV (9), WKRC-TV (12), WLWT (5), WSTR-TV (64), WXOX-TV (19)
..... XVIX	Raleigh-Durham, NC	769,300	32 WFAY (62), WKFT (40), WLFL (22), WRAL-TV (5), WRDC (28), WRMY (47), WTVD (11), WYED (17)
..... XVII	Nashville, TN	731,400	33 WHTN (39), WKRN-TV (2), WAZX (28), WPGD (50), WSMV (4), WTVF (5), WXTM (30), WZTV (17)
..... XVIII	Columbus, OH	710,900	34 WBNS-TV (10), WCMH (4), WSFJ (51), WSYX (6), WTTE (28), WWAT (53)
..... XVIX	Greenville-Spartanburg, SC-Asheville, NC	665,700	35 WASV-TV (62), WAXA (40), WEGS-TV (16), WHNS (21), WLDS (13), VNEG-TV (32), WSPA-TV (7), WYFF-TV (4)
..... XVII	San Antonio-Victoria, TX	636,300	36 KABB (29), KAVU-TV (25), KENS-TV (5), KMOL-TV (4), KART (35), KSAT-TV (12), KVAW (16), KVCT (19), KVDA (60), KWEX-TV (41)
..... XVIII	Grand Rapids-Kalamazoo-Battle Creek, MI	626,700	37 WLLA (64), WOOD-TV (8), WOTV (41), WTLJ (54), WMMT (3), WXMU (17), WZZM-TV (13)
..... XVIX	Buffalo, NY	618,200	38 WGRZ-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WUTV (29)
..... XVII	New Orleans, LA	616,800	39 WDSU-TV (6), WGNO (26), WNOL-TV (38), WJUE (8), WML-TV (4)
..... XVIII	Norfolk-Portsmouth-Newport News-Hampton, VA	616,400	40 WAVY-TV (10), WGNT (27), WJCB (49), WTKR-TV (3), WTVZ (33), WVEC-TV (13)
..... XVIX	Salt Lake City, UT	614,700	41 KCCZ (4), KJZZ-TV (14), KOOG-TV (30), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2)
..... XVII	Memphis, TN	604,400	42 WBUY (40), WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTY-TV (24), WREG-TV (3)

Television Market Rankings

Market	Arbitron ADI TV Households	Rank	Market Area Commercial Stations
Oklahoma City, OK	577,500	43	KFOR-TV (4), KOCB (34), KOCO-TV (5), KOKH-TV (25), KSBI (52), KTBO-TV (14), KWTV (9)
Harrisburg-York-Lancaster-Lebanon, PA	573,200	44	WGAL (8), WGCB-TV (49), WHP-TV (21), WHTM-TV (27), WLYH-TV (15), WPMT (43)
Providence, RI-New Bedford, MA	569,700	45	WJAR (10), WLNE-TV (6), WNAC-TV (64), WOST-TV (69), WPRI-TV (12)
West Palm Beach-Fort Pierce-Vero Beach, FL	569,100	46	WPGC (61), WFLX (29), WPBF (25), WPEC (12), WPTV (5), WTVX (34)
Louisville, KY	545,200	47	WAVE (3), WBNA (21), WDRB-TV (41), WHAS-TV (11), WLKY-TV (32)
Albuquerque, NM	541,800	48	KASA-TV (2), KBIM-TV (10), KCHF (11), KHFT (29), KLUE-TV (41), KNAT (23), KOAT-TV (7), KOB-TV (4), KOBF (12), KOBR (8), KOCT (6), KOVT (10), KRPV (27), KROE (13)
Greensboro-Winston Salem-High Point, NC	540,900	49	WAAP (16), WEJC (20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLX-TV (61), WNRW (45), WXII (12)
Birmingham, AL	531,400	50	WBAM (68), WBMG (42), WBRC-TV (6), WNAL-TV (44), WTJP (60), WTTQ (21), WVTM-TV (13)
Wilkes Barre-Scranton, PA	525,600	51	WBRE-TV (28), WLIF (53), WNEP-TV (16), WOLF-TV (38), WWLF-TV (56), WYDU (22)
Dayton, OH	509,500	52	WDTN (2), WHIO-TV (7), WKEF (22), WKOI (43), WRGT-TV (45), WTJC (26)
Albany-Schenectady-Troy, NY	507,300	53	WCDC (19), WNYT (13), WOCD (55), WRGB (6), WTEN (10), WXXA-TV (23)
Jacksonville, FL	487,300	54	WAWS-TV (30), WBSG-TV (21), WJKS (17), WDXT (4), WNFT (47), WTLV (12)
Charleston-Huntington, WV	476,400	55	WCHS-TV (8), WOKW-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Little Rock, AR	466,000	56	KARK-TV (4), KASN (38), KATV (7), KLRU (16), KTHV (11), KVTF (25)
Fresno-Visalia, CA	465,500	57	KAIL (53), KFSN-TV (30), KFTV (21), KGMC (43), KJEO (47), KKAK (61), KMPH (26), KMSG-TV (59), KSEE (24)
Mobile, AL-Pensacola, FL	465,200	58	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPMI (15)
Tulsa, OK	460,200	59	KDOR (17), KJRH (2), KOGI-TV (23), KOTV (6), KTFD (41), KTUL (8), KWHB (47)
Flint-Saginaw-Bay City, MI	457,800	60	WAQP (49), WEYI-TV (25), WJRT-TV (12), WNEM-TV (5), WSMH (66)
Richmond, VA	448,900	61	WRIC-TV (8), WRLH-TV (35), WTVR-TV (6), WWBT (12), WZKK (65)
Wichita-Hutchinson, KS	430,200	62	KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBSH-TV (7), KBSL-TV (10), KLBV (4), KSAS-TV (24), KSNC (2), KSNG (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
Knoxville, TN	423,400	63	WATE-TV (6), WBIR-TV (10), WINT-TV (20), WKCH-TV (43), WIXT-TV (8), WPMC (54)
Toledo, OH	407,600	64	WNWO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36)
Austin, TX	392,400	65	KBVO-TV (42), KTBC-TV (7), KVUE-TV (24), KXAM-TV (14), KXAN-TV (36)
Roanoke-Lynchburg, VA	387,200	66	WDJB (7), WEFC (38), WJPR (21), WSET-TV (13), WSLS-TV (10), WVFY (27)
Syracuse, NY	387,100	67	WDXT (9), WSNR-TV (43), WSTM-TV (3), WSYT (68), WTVH (5)
Des Moines, IA	380,800	68	KCCI-TV (8), KDSM-TV (17), WHO-TV (13), WOI-TV (5)
Rochester, NY	377,300	69	WHEC-TV (10), WOKR (13), WROC-TV (8), WUHF (31)
Lexington, KY	371,300	70	WDKY-TV (56), WKYT-TV (27), WLEX-TV (18), WLJC-TV (65), WTVQ-TV (36), WYMT-TV (57)
Shreveport, LA-Texarkana, TX	368,100	71	KMSS-TV (33), KSLA-TV (12), KTAL-TV (6), KTBS-TV (3)
Green Bay-Appleton, WI	366,100	72	WBAY-TV (2), WFRV-TV (5), WGBA (26), WJMN-TV (3), WLUK-TV (11)
Omaha, NE	361,500	73	KETV (7), KMIV (3), KPDM (42), WOVT (6)
Las Vegas, NV	343,600	74	KFPT (33), KLAS-TV (8), KRLR (21), KTNV (13), KVBC (3), KVUU-TV (5)
Springfield-Decatur-Champaign, IL	342,000	75	WAND (17), WCCU (27), WCPN (49), WCIA (3), WFHL (23), WICD (15), WICS (20), WRSP-TV (55)
Portland-Poland Spring, ME	338,200	76	WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51)
Paducah, KY-Cape Girardeau, MO-Hanover-Marion, IL	332,000	77	KBSI (23), KFVS-TV (12), KPOB-TV (15), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Spokane, WA	331,500	78	KAYU-TV (28), KHQ-TV (6), KREM-TV (2), KOLY-TV (4)
Tucson, AZ	327,100	79	KGUN (9), KJRR (40), KMSB-TV (11), KOLD-TV (13), KTTU-TV (18), KVOA-TV (4)
Springfield, MO	326,600	80	KOEB-TV (27), KOLR (10), KSPR (33), KYTV (3)
Huntsville-Decatur-Florence, AL	321,600	81	WAAY-TV (31), WAFF (48), WHNT-TV (19), WOWL-TV (15), WYLE (26), WZDX (54)
Cedar Rapids-Waterloo-Dubuque, IA	312,800	82	KCRG-TV (9), KDUB-TV (40), KGAN (2), KOCR (28), KTVG (48), KWKL (7)
South Bend-Elkhart, IN	299,600	83	WHME-TV (46), WNDU-TV (16), WSBT-TV (22), WSJV (28)
Davenport, IA-Rock Island-Moline, IL	297,100	84	KJMH (26), KLJB-TV (18), KWQC-TV (6), WHBF-TV (4), WQAD-TV (8)
Chattanooga, TN	295,100	85	WDEF-TV (12), WDSI-TV (61), WFLI-TV (53), WRCB-TV (3), WTVC (9)
Columbia, SC	290,600	86	WACH (57), WIS (10), WLTW (19), WOLO-TV (25)
Fort Myers-Naples, FL	290,500	87	WBBH-TV (20), WEUV (26), WFTX (36), WINK-TV (11), WNPL-TV (46)
Jackson, MS	284,300	88	WAPT (16), WOBD (40), WJTV (12), WLBT-TV (3), WNTZ (48)
Johnstown-Altoona, PA	283,400	89	WATM-TV (23), WJAC-TV (6), WKBS-TV (47), WTAJ-TV (10), WWCP-TV (8)
Madison, WI	281,300	90	WISC-TV (3), WKOW-TV (27), WMSN-TV (47), WMTV (15)
Bristol, VA-Kingsport-Johnson City, TN	278,600	91	WCYB-TV (5), WEWT (39), WJHL-TV (11), WKPT-TV (19)
Youngstown, OH	274,500	92	WFMJ-TV (21), WKBW-TV (27), WYTV (33)
Burlington, VT-Plattsburgh, NY	271,300	93	WCAX-TV (3), WNNNE-TV (31), WPTZ (5), WVN (22)
Evansville, IN	262,500	94	WEHT (25), WEVV (44), WFE-TV (14), WLCA (19), WTVW (7)
Baton Rouge, LA	258,700	95	WAFB (9), WBRZ (2), WGMB (44), Wvla (33)
Waco-Temple, TX	254,400	96	KBTX-TV (3), KCEN-TV (6), KWKT (44), KWTX-TV (10), KOOV (25)
Colorado Springs-Pueblo, CO	252,000	97	KKTV (11), KOAA-TV (5), KRDO-TV (13), KXRM-TV (21)
Springfield, MA	246,900	98	WGGB-TV (40), WWLP (22)
Lincoln-Hastings-Kearney, NE	245,400	99	KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSBN-TV (4), KWNB-TV (6)
El Paso, TX	242,000	100	KCIK (14), KDBC-TV (4), KNT-TV (26), KJLF-TV (65), KTSF-TV (9), KVIA-TV (7), KZIA (48), XEJ-TV (5), XEPM-TV (2), XHU-TV (44)
Savannah, GA	238,200	101	WJCL (22), WSAW-TV (3), WTGS (28), WTOC-TV (11), WUBI (34)
Fort Wayne, IN	236,900	102	WANE-TV (15), WFFT-TV (55), WINM (63), WKJG-TV (33), WPTA (21)
Salinas-Monterey, CA	233,100	103	KCBA (35), KCCN-TV (46), KSBW (8), KSMS-TV (67)
Greenville-New Bern-Washington, NC	230,300	104	WCTI (12), WFXI (8), WITW-TV (7), WNCT-TV (9), WYDO (14)
Lansing, MI	230,200	105	WBSX (31), WLX-TV (10), WLJA (53), WLNS-TV (6), WSYM-TV (47)
Charleston, SC	230,100	106	WCBD-TV (2), WCIV (4), WCSC-TV (5), WCTP (36), WTAT-TV (24)
Peoria-Bloomington, IL	221,400	107	WEEK-TV (25), WHO (19), WMBD-TV (31), WYZZ-TV (43)
Sioux Falls-Mitchell, SD	219,900	108	KABY-TV (9), KDLO-TV (3), KDLT (5), KELO-TV (11), KPLD-TV (6), KPRV-TV (4), KSFY-TV (13), KTTM (12), KTTW (17)
Fargo, ND	216,000	109	KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Augusta, GA	215,500	110	WAGT (26), WFXT (54), WJBF (6), WRDW-TV (12)
Montgomery-Selma, AL	212,500	111	WAKA (8), WCOV-TV (20), WHO-TV (32), WMCF-TV (45), WSFA (12)
Santa Barbara-Santa Maria-San Luis Obispo, CA	210,700	112	KADE (33), KADY-TV (63), KCOY-TV (12), KEYT-TV (3), KSBY (6)
McAllen-Brownsville, TX	205,800	113	KGBT-TV (4), KNVO (48), KRGV-TV (5), KVEO (23), XHRIQ (2)
Tyler-Longview, TX	204,000	114	KETK-TV (56), KFXK (51), KLSB-TV (19), KLTV (7), KTR (9)

Market	Average ADI TV Households	Rank	Market Area Commercial Stations
N-TV (9) 1)	Tallahassee, FL-Thomasville, GA	201,100	WCTV (6), WTLH (49), WTCW (40), WTXL-TV (27)
	Eugene, OR	197,400	KCBY-TV (11), KEVU (34), KEZI (9), KMTR (16), KMTX-TV (46), KMTZ (23), KPIC (4), KVAL-TV (13)
I-TV (7).	Fort Smith, AR	196,700	KFAA (51), KFSM-TV (5), KHBS (40), KHOG-TV (29), KPOM-TV (24)
V (45),	Reno, NV	195,100	KAME-TV (21), KOLD-TV (8), KREN-TV (27), KRMV (4), KTVN (2)
I-TV (13) 2)	Macon, GA	189,600	WGMM (64), WGXA (24), WMAZ-TV (13), WMGT (41)
	Lafayette, LA	188,400	KADN (15), KATC (3), KLFY-TV (10)
	Traverse City-Cadillac, MI	185,200	WGKI (33), WGKU (45), WGTQ (8), WGTU (29), WPBN-TV (7), WTOM-TV (4), WWTV (9), WWUP-TV (10)
ASG-TV	Columbus, GA	180,700	WLTZ (38), WRBL (3), WSWS (66), WTVM (9), WXTX (54)
MPV-TV	Corpus Christi, TX	173,800	KIII (3), KORO (28), KRIS-TV (6), KZTV (10)
KSAS-TV	Yakima, WA	171,400	KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDU (23), KNDU (25), KVEW (42)
54)	Chico-Redding, CA	171,000	KCPM (24), KCUV (30), KHSL-TV (12), KRCR-TV (7)
T-TV (57)	Duluth, MN-Superior, WI	170,900	KBJR-TV (6), KDLH (3), WDIO-TV (10), WIRT (13)
WRSP-TV	Columbus-Tupelo, MS	170,300	WCBI-TV (4), WLOV-TV (27), WTVA (9)
	La Crosse-Eau Claire, WI	169,500	WEAU-TV (13), WKBT (8), WLAX (25), WQOW-TV (18), WXOW-TV (19)
	Amarillo, TX	168,900	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVH-TV (12), KVI-TV (7)
	Bakersfield, CA	168,100	KBAK-TV (29), KERO-TV (23), KGET (17), KUZZ-TV (45)
	Monroe, LA-E-Dorado, AR	167,800	KARD (14), KMCT-TV (39), KNDE-TV (8), KTVE (10)
	Boise, ID	167,700	KBCI-TV (2), KHDT (9), KVI (6), KTRV (12), KTVB (7)
	Wausau-Rhineland, WI	165,900	WAOW-TV (9), WJFW-TV (12), WSAW-TV (7)
	Rockford, IL	159,600	WIFR (23), WQRF-TV (39), WREX-TV (13), WTVO (17)
	Binghamton, NY	158,400	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
	Florence, SC	158,300	WBTW (13), WGSE (43), WPDE-TV (15)
	Beaumont-Port Arthur, TX	157,900	KBMT (12), KFDM-TV (6), KJAC-TV (4)
	Terre Haute, IN	156,100	WBAK-TV (38), WTHI-TV (10), WTWO (2)
	Topeka, KS	155,500	KSNT (27), KTKA-TV (49), WBW-TV (13)
	Sioux City, IA	155,100	KCAU-TV (9), KMEG (14), KTTV (4)
	Wichita Falls, TX-Lawton, OK	154,300	KAUZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7)
	Erie, PA	152,600	WTG (66), WICU-TV (12), WJET-TV (24), WSEE-TV (35)
	Wilmington, NC	152,600	WECT (6), WJKA (26), WWVA (3)
	Wheeling, WV-Steubenville, OH	144,100	WTOW-TV (9), WTRF-TV (7)
	Medford, OR	140,000	KDKF (31), KDRV (12), KOBI (5), KOTI (2), KTVL (10)
	Joplin, MO-Pittsburg, KS	139,100	KKFT (20), KOAM-TV (7), KOKE-TV (12), KSNF (16)
	Bluefield-Buckley-Oak Hill, WV	137,400	WDAY-TV (4), WWVA (6)
	Rochester, MN-Mason City, IA-Austin, MN	137,100	KAAL (6), KIMT (3), KTTC (10), KQLT-TV (47)
	Lubbock, TX	136,100	KAMC (28), KCBD-TV (11), KJTV (34), KLBK-TV (13)
	Odessa-Midland, TX	136,100	KMID (2), KMLM (42), KOSA-TV (7), KPEJ (24), KWAB-TV (11), KWES-TV (9)
	Columbia-Jefferson City, MO	135,300	KMZ (17), KNLJ (25), KMU-TV (8), KRCG (13)
	Minot-Bismarck-Dickinson, ND-Glendive, MT	134,700	KBMV (17), KFVR-TV (5), KMCY (14), KMOT (10), KQCD-TV (7), KUMV-TV (8), KXGN-TV (5), KOMA-TV (2), KQMB-TV (12), KQMC-TV (13), KQMD-TV (11)
	Sarasota, FL	133,500	WBSV-TV (62), WWSB (40)
	Albany, GA	129,100	WALB-TV (10), WFNL (31), WSST-TV (55)
	Bangor, ME	123,400	WABI-TV (5), WLBB-TV (2), WVII-TV (7)
	Sherman, TX-Ada, OK	108,600	KTEN (10), KQH (12)
	Abilene-Sweetwater, TX	108,200	KRBC-TV (9), KTAB-TV (32), KTXS-TV (12)
	Idaho Falls-Pocatello, ID	108,000	KDK (3), KIFI-TV (8), KJVI (2), KPMV (6)
	Quincy, IL-Hannibal, MO	104,400	KHOA-TV (7), WGEM-TV (10), WTJR (16)
	Clarksburg-Weston, WV	102,600	WBQY-TV (12), WDTV (5), WLYJ (46)
	Utica, NY	102,200	WFKV (33), WKTW (2), WUTR (20)
	Palm Springs, CA	101,500	KESQ-TV (42), KMIR-TV (36)
	Salisbury, MD	98,800	WBDC-TV (16), WMDT (47)
	Panama City, FL	94,800	WJHG-TV (7), WMBB (13), WPGX (28)
	Dothan, AL	94,700	WDAU (34), WDHN (18), WTVY (4)
	Gainesville, FL	92,800	WCJB (20), WOGX (51)
	Laurel-Hattiesburg, MS	91,300	WDAM-TV (7), WHLT (22)
	Rapid City, SD	91,100	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIVV-TV (5), KOTA-TV (3), KSGW-TV (12)
	Alexandria, LA	87,800	KALB-TV (5), KLAX-TV (31)
	Watertown-Carthage, NY	87,200	WWNY-TV (7), WWTI (50)
	Billings-Hardin, MT	86,700	KSVI (6), KTVQ (2), KULR-TV (8), KYUS-TV (3)
	Elmira, NY	86,700	WENY-TV (36), WETM-TV (18)

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Television Market Rankings

Market	Arbitron ADI TV Households	Rank	Market Area Commercial Stations
Harrisonburg, VA	85,700	173	WHSV-TV (3)
Lake Charles, LA	82,200	174	KPLC-TV (7), KVHP (29)
Marquette, MI	82,100	175	WLUC-TV (6)
Missoula, MT	77,800	176	KCFW-TV (9), KECI-TV (13), KPAX-TV (8), KTMF (23)
Jonesboro, AR	75,700	177	KAIT-TV (8)
El Centro, CA-Yuma, AZ	71,800	178	KECY-TV (9), KSWT (13), KYMA (11), XHBC-TV (3)
Greenwood-Greenville, MS	69,400	179	WABG-TV (6), WXVT (15)
Biloxi-Gulfport-Pascagoula, MS	69,200	180	WLOX-TV (13), WXXV-TV (25)
Bowling Green, KY	66,300	181	WBKO (13), WGRB (34), WKNT (40)
Great Falls, MT	65,800	182	KFBB-TV (5), KRTV (3), KTGF (16)
Mendian, MS	65,600	183	WGBC (30), WTOK-TV (11)
Parkersburg, WV	60,500	184	WTAP-TV (15)
Jackson, TN	58,900	185	WBBI-TV (7), WMTU (16)
Tuscaloosa, AL	58,000	186	WCFT-TV (33), WDBB (17)
Eureka, CA	56,600	187	KAEF (23), KIEM-TV (3), KVHQ-TV (6)
Grand Junction-Durango, CO	49,700	188	KJCT-TV (8), KREX-TV (5), KREY-TV (10), KREZ-TV (6)
Butte, MT	49,300	189	KCTZ (7), KTVM (6), KXLK-TV (4)
San Angelo, TX	49,200	190	KACB-TV (3), KIDY (6), KLST (8)
Lafayette, IN	46,900	191	WLFI-TV (18)
Hagerstown, MD	45,400	192	WHAG-TV (25), WJAL (68), WYNN (60)
St. Joseph, MO	44,900	193	KQTV (2), KTAJ (16)
Casper-Riverton, WY	43,800	194	KFN8 (20), KFNE (10), KGWC-TV (14), KGWL-TV (5), KGWR-TV (13), KTWO-TV (2)
Anniston, AL	43,700	195	WJSU-TV (40)
Cheyenne, WY-Scottsbluff, NE-Sheridan, CO	43,400	196	KDUH-TV (4), KGWN-TV (5), KKTU (33), KSTF (10), KTVS (3)
Charlottesville, VA	41,700	197	WVIR-TV (29)
Laredo, TX	40,300	198	KGNS-TV (8), KLDO-TV (27), KVTV (13), XEFE-TV (2)
Lima, OH	38,800	199	WLIO (35), WTLW (44)
Ottumwa, IA-Kirksville, MO	33,600	200	KTVO (3), KYOU-TV (15)
Twin Falls, ID	32,300	201	KKVI (35), KMVT (11)
Bend, OR	31,900	202	KTVZ (21)
Zanesville, OH	30,900	203	WHIZ-TV (18)
Flagstaff, AZ	30,600	204	KKTM (13), KNAZ-TV (2)
Presque Isle, ME	30,100	205	WAGM-TV (8)
Mankato, MN	29,900	206	KEYC-TV (12)
Helena, MT	20,700	207	KTVH (12)
North Platte, NE	18,100	208	KNOP-TV (2)
Alpena, MI	16,000	209	WBKB-TV (11)

Television Market Rankings

Listing 211 markets according to Nielsen Designated Market Area Television Households.

Nielsen DMA, TV Household information & rank are based on the 1994 to 1995 Nielsen U.S. Television Household Estimates.

MARKET	NIELSEN DMA TV HOUSEHOLDS	RANK	MARKET AREA COMMERCIAL STATIONS
New York, NY	6,716,020	1	WABC-TV (7), WCBS-TV (2), WHAJ-TV (43), WHSE-TV (68), WHSI-TV (67), WLJG (55), WMBC-TV (63), WNBC (4), WNJU (47), WNYW (5), WPX (11), WTBY (54), WTZA (62), WWOR-TV (9), WXTV (41)
Los Angeles, CA	4,936,180	2	KABC-TV (7), KADY-TV (63), KCAL (9), KCBS-TV (2), KCOP (13), KDOC-TV (56), KHIZ (64), KHSC-TV (46), KMEX-TV (34), KNBC-TV (4), KRCA (62), KSCI (18), KSTV-TV (57), KTBN-TV (40), KTLA (5), KTTV (11), KVEA (52), KWHD-TV (22), KZKU (30)
Chicago, IL	3,102,110	3	WBMM-TV (2), WFC-TV (38), WCIU-TV (26), WEHS-TV (60), WFLO (32), WGBO-TV (66), WGN-TV (9), WJYS (62), WLS-TV (7), WMAQ-TV (5), WPWR-TV (50), WSNS-TV (44), WWTO-TV (35)
Philadelphia, PA	2,682,140	4	KYW-TV (3), WBPH-TV (60), WCAU-TV (10), WFMZ-TV (69), WGBS-TV (57), WGTW (48), WHSP-TV (65), WMGM-TV (40), WPHL-TV (17), WPVI-TV (6), WTGL-TV (61), WTVE (51), WTXF (29), WWAC-TV (53)
San Francisco-Oakland-San Jose, CA	2,250,600	5	KBHK-TV (44), KCNS (38), KDTV (14), KFCB (42), KFTY (50), KFWU (8), KGO-TV (7), KICU-TV (36), KLXV-TV (65), KNTV (11), KOFT-TV (20), KPIX-TV (5), KPST-TV (66), KRON-TV (4), KTSF (48), KTVU (26), KTVJ (2)
Boston, MA	2,105,100	6	WABU (68), WBZ-TV (4), WCVB-TV (5), WFXT (25), WGOT (60), WHDH-TV (7), WHSH-TV (66), WLVI-TV (56), WMFP (62), WMUR-TV (9), WNDS (50), WSBK-TV (38), WNU (27)
Washington, DC	1,876,000	7	WDCA (20), WFY (50), WHAG-TV (25), WJAL (68), WJLA-TV (7), WRC-TV (4), WTMW (14), WTTG (5), WUSA (9), WVW (66), WYNN (60)
Dallas-Fort Worth, TX	1,820,710	8	KDAF (33), KDF-TV (27), KDFW-TV (4), KDTX-TV (58), KFWD (52), KHSX-TV (49), KLDT (55), KMPX (29), KTAQ (47), KTVT (11), KTXA (21), KUVN (23), KXAS-TV (5), KXTX-TV (39), WFAA-TV (8)
Detroit, MI	1,747,940	9	WADL (38), WBSX (31), WDIV (4), WGPR-TV (62), WJBK-TV (2), WKBD-TV (50), WXON (20), WXYZ-TV (7)
Atlanta, GA	1,567,300	10	WAGA-TV (5), WATL (36), WGNX (46), WHSG (63), WNGM-TV (34), WSB-TV (2), WTBS (17), WTLK-TV (14), WVEU (69), WXIA-TV (11)
Houston, TX	1,561,300	11	KHOU-TV (11), KHSI-TV (67), KHTV (39), KNWS-TV (51), KPRC-TV (2), KRIV (26), KTFH (49), KTMD (48), KTRK-TV (13), KTXH (20), KVVV (57), KXLN-TV (45)
Seattle-Tacoma, WA	1,468,730	12	KBGE (33), KCPQ (13), KING-TV (5), KIRO-TV (7), KOMO-TV (4), KSTW (11), KTBW-TV (20), KTZZ-TV (22), KVOS-TV (12)
Cleveland, OH	1,460,420	13	WAKC-TV (23), WBNX-TV (55), WDLI (17), WEWS (5), WGGN-TV (52), WJW-TV (8), WKYC-TV (3), WMFD-TV (68), WOAC (67), WOIO (19), WOHS-TV (61), WUAB (43)
Minneapolis-St. Paul, MN	1,410,630	14	KARE (11), KCCO-TV (7), KCCW-TV (12), KITN-TV (29), KLGT-TV (23), KMSP-TV (9), KRWF (43), KSAX (42), KSTP-TV (5), KVBM-TV (45), KOLI (41), WCCO-TV (4)
Tampa-St. Petersburg-Sarasota, FL	1,390,370	15	WBHS-TV (50), WBSV-TV (62), WCLF (22), WFLA-TV (8), WFTS (28), WTMV (32), WTOP (44), WTSP (10), WTTA (38), WTV (13), WWSB (40)
Miami-Fort Lauderdale, FL	1,308,900	16	WBFS-TV (33), WCIX (6), WCTD (35), WDZL (39), WEYS (22), WHFT (45), WLTV (23), WPLG (10), WSCV (51), WSVN (7), WTVJ (4), WYHS-TV (69)
Pittsburgh, PA	1,151,140	17	KDKA-TV (2), WPCB-TV (40), WPGH-TV (53), WPTT-TV (22), WPXI (11), WTAE-TV (4)
Denver, CO	1,142,160	18	KCEC (50), KCNC-TV (4), KDVR (31), KFCT (22), KFNR (11), KMGH-TV (7), KREG-TV (3), KSBS-TV (24), KTV (20), KTVS (3), KUBD (59), KUSA-TV (9), KWGN-TV (2), KWHD (53)
Phoenix, AZ	1,132,600	19	KKTM (13), KMOH-TV (6), KNAZ-TV (2), KNOX-TV (15), KPAZ-TV (21), KPHO-TV (5), KPNX (12), KSAZ-TV (10), KTVK (3), KTVW-TV (33), KUSK (7), KUTP (45)
St. Louis, MO	1,120,310	20	KDNL-TV (30), KMOV (4), KNLC (24), KPLR-TV (11), KSDK (5), KTVI (2), WHSL (46)
Sacramento-Stockton-Modesto, CA	1,109,140	21	KCMY (29), KCRA-TV (3), KCSO (19), KFTL (64), KOVR (13), KRBK-TV (31), KSCH-TV (58), KTXL (40), KOTV (10)
Orlando-Daytona Beach-Melbourne, FL	983,410	22	WACX (55), WBSF (43), WCPX-TV (6), WESH (2), WFTV (9), WIRB (56), WKCF (18), WOFL (35), WRBW (65), WTGL-TV (52)
Baltimore, MD	979,410	23	WBAL-TV (11), WBFF (45), WHSW-TV (24), WJZ-TV (13), WMAR-TV (2), WNU-TV (54)
Indianapolis, IN	925,510	24	WCLJ (42), WHMB-TV (40), WIIB (63), WISH-TV (8), WMCC (23), WRTV (6), WTHR (13), WTTK (29), WTV (4), WXON (59)
Portland, OR	919,540	25	KATU (2), KBSP-TV (22), KEBN (32), KGW (8), KNMT (24), KOIN (6), KPDX (49), KPTV (12)
Hartford & New Haven, CT	916,920	26	WFSB (3), WTC-TV (61), WTNH-TV (8), WTW (26), WTX (20), WVT (30)
San Diego, CA	915,150	27	KFMB-TV (8), KGTV (10), KNSD (39), KTTV (69), KUSI-TV (51), XETV (6), XEWT-TV (12)
Charlotte, NC	793,500	28	WBTV (3), WCCB (18), WCNC-TV (36), WHKY-TV (14), WJZY (46), WSOC-TV (9)
Milwaukee, WI	789,100	29	WCGV-TV (24), WDJT-TV (58), WHKE (55), WISN-TV (12), WITI-TV (6), WJJA (49), WTMJ-TV (4), WVCY-TV (30), WTV (18)
Cincinnati, OH	782,490	30	WCPO-TV (9), WKRC-TV (12), WLWT (5), WSTR-TV (64), WXIX-TV (19)
Kansas City, MO	780,940	31	KCTV (5), KMBC-TV (9), KMCI (38), KSHB-TV (41), KSMO-TV (62), KYFC (50), WDAF-TV (4)
Raleigh-Durham, NC	762,880	32	WFAY (62), WKFT (40), WLFL (22), WRAL-TV (5), WRDC (28), WRMY (47), WTV (11), WYED (17)
Nashville, TN	749,060	33	WHTN (39), WKRN-TV (2), WKZ (28), WPGD (50), WSMV (4), WTVF (5), WXMT (30), WZTV (17)
Columbus, OH	721,960	34	WBNS-TV (10), WCMH (4), WSJ (51), WSYX (6), WTTE (28), WWHO (53)
Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	672,070	35	WAXA (40), WGGS-TV (16), WHNS (21), WLOS (13), WNEG-TV (32), WSPA-TV (7), WYFF (4)
Buffalo, NY	638,580	36	WGRB-TV (2), WIVB-TV (4), WKBW-TV (7), WNYB-TV (49), WUTV (29)
Salt Lake City, UT	638,450	37	KJZ-TV (14), KOOG-TV (30), KSGI-TV (4), KSL-TV (5), KSTU (13), KTVX (4), KUTV (2)
Grand Rapids-Kalamazoo-Battle Creek, MI	633,860	38	WLLA (64), WOOD-TV (8), WOTV (41), WTLJ (54), WMMT (3), WXMI (17), WZMM-TV (13)

Television Market Rankings

MARKET	NIELSEN DMA TV HOUSEHOLDS	RANK	MARKET AREA COMMERCIAL STATIONS
San Antonio, TX	627,920	39	KABB (29), KENS-TV (5), KMOL-TV (4), KRRT (35), KSAT-TV (12), KVAW (16), KVDA (60), KWEX-TV (41)
Norfolk-Portsmouth-Newport News, VA	620,390	40	WAVY-TV (10), WGNT (27), WJCB (49), WTKR (3), WTVZ (33), WVBT (43), WVEC-TV (13)
New Orleans, LA	615,180	41	WCCL (49), WDSU (6), WGNO (26), WNOL-TV (38), WVUE (8), WWL-TV (4)
Memphis, TN	605,930	42	WBAY (40), WHBQ-TV (13), WLMT (30), WMC-TV (5), WPTY-TV (24), WREG-TV (3)
Oklahoma City, OK	578,100	43	KFDR-TV (4), KOCB (34), KOCO-TV (5), KOKH-TV (25), KSBI (52), KTBD-TV (14), KWTV (9)
Harrisburg-Lancaster-Lebanon-York, PA	577,980	44	WGAL (8), WGCB-TV (49), WHP-TV (21), WHTM-TV (27), WLYH-TV (15), WPMT (43)
West Palm Beach-Fort Pierce, FL	571,330	45	WFGC (61), WFLX (29), WPBF (25), WPEC (12), WPTV (5), WTVX (34)
Providence, RI-New Bedford, MA	566,610	46	WJAR (10), WLNE-TV (6), WNAC-TV (64), WOST-TV (69), WPRI-TV (12)
Wilkes Barre-Scranton, PA	554,780	47	WBRE-TV (28), WIFL (53), WNEP-TV (16), WOLF-TV (38), WWLF-TV (56), WYOU (22)
Greensboro-High Point-Winston Salem, NC	548,460	48	WAAP (16), WEJC (20), WFMY-TV (2), WGGT (48), WGHP-TV (8), WLX-TV (61), WNRW (45), XQII (12)
Albuquerque-Santa Fe, NM	540,970	49	KASA-TV (2), KBIM-TV (10), KCHF (11), KHFT (29), KLUZ-TV (41), KNAT (23), KOAT-TV (7), KOB-TV (4), KOBF (12), KOBK (8), KOCT (6), KOVT (10), KRPV (27), KRQE (13)
Louisville, KY	538,640	50	WAVE (3), WBNA (21), WDPR-TV (41), WFTE (58), WGRB (34), WHAS-TV (11), WLKY (32)
Birmingham, AL	530,220	51	WBAM (68), WBMG (42), WBRC-TV (6), WNAL-TV (44), WJJP (60), WTTO (21), WVTM-TV (13)
Albany-Schenectady-Troy, NY	513,600	52	WCDC (19), WNYT (13), WOOD (55), WRGB (6), WTEN (10), WXAA-TV (23)
Dayton, OH	513,360	53	WDTN (2), WHIO-TV (7), WKEF (22), WKOI (43), WRGT-TV (45), WTJC (26)
Richmond-Petersburg, VA	494,040	54	WAWB (65), WRIC-TV (8), WRLH-TV (35), WTVR-TV (6), WWBT (12)
Jacksonville, FL-Brunswick, GA	487,890	55	WAWS-TV (30), WBSG-TV (21), WJKS (17), WJXT (4), WNFT (47), WTLV (12)
Charleston-Huntington, WV	478,630	56	WCHS-TV (8), WOWK-TV (13), WSAZ-TV (3), WTSF (61), WVAH-TV (11)
Fresno-Visalia, CA	477,550	57	KAIL (53), KFSN-TV (30), KFTV (21), KGMC (43), KJEO (47), KKAG (61), KMPH (26), KMSG-TV (59), KSEE (24)
Little Rock-Pine Bluff, AR	471,910	58	KARK-TV (4), KASN (38), KATV (7), KLRT (16), KTHV (11), KVTN (25)
Tulsa, OK	462,800	59	KDOR (17), KJRH (2), KOKI-TV (23), KOTV (6), KTFQ (41), KTUL (8), KWHB (47)
Flint-Saginaw-Bay City, MI	451,630	60	WAQP (49), WEYI-TV (25), WJRT-TV (12), WNEM-TV (5), WSMH (66)
Mobile, AL-Pensacola, FL	433,060	61	WALA-TV (10), WEAR-TV (3), WFGX (35), WHBR (33), WJTC (44), WKRG-TV (5), WMPV-TV (21), WPM (15)
Wichita-Hutchinson, KS	426,470	62	KAAS-TV (18), KAKE-TV (10), KBSD-TV (6), KBSH-TV (7), KBSL-TV (10), KLBV (4), KSA-S-TV (24), KSCN (2), KSNL (11), KSNK (8), KSNW (3), KUPK-TV (13), KWCH-TV (12)
Knoxville, TN	418,120	63	WATE-TV (6), WBIR-TV (10), WKET-TV (8), WPMC (54), WTNZ (43)
Toledo, OH	410,860	64	WNWO-TV (24), WTOL-TV (11), WTVG (13), WUPW (36)
Austin, TX	398,410	65	KBVO-TV (42), KTBC-TV (7), KVUE-TV (24), KXAM-TV (14), KXAN-TV (36)
Roanoke-Lynchburg, VA	390,240	66	WDBJ (7), WEFC (38), WFXR-TV (27), WJPR (21), WSET-TV (13), WSLS-TV (10)
Syracuse, NY	388,270	67	WIXT (9), WNYS-TV (43), WSTM-TV (3), WSYT (68), WTVH (5)
Lexington, KY	384,430	68	WDKY-TV (56), WKYT-TV (27), WLEX-TV (18), WLJC-TV (65), WTVQ-TV (36), WYMT-TV (57)
Honolulu, HI	379,670	69	KAI-TV (7), KBFD (32), KFVE (5), KGBM (9), KGMQ-TV (9), KGMV (3), KHAW-TV (11), KHBC-TV (2), KHNL (13), KHON-TV (2), KHVO (13), KIKU (20), KJTV (4), KLEI (6), KMAU (12), KOBW (26), KOGG (15), KWHE (14), KWHH (14), KWHM (21)
Green Bay-Appleton, WI	369,070	70	WBAY-TV (2), WFRF-TV (5), WGBA (26), WJMN-TV (3), WLUK-TV (11), WXGZ-TV (32)
Rochester, NY	368,710	71	WHEC-TV (10), WOKR (13), WROC-TV (8), WUHF (31)
Las Vegas, NV	367,500	72	KBLR (39), KFBT (33), KLAS-TV (8), KRLR (21), KTNV (13), KVBC (3), KVUU-TV (5)
Des Moines-Ames, IA	364,980	73	KCCI-TV (8), KDSM-TV (17), WHO-TV (13), WOI-TV (5)
Omaha, NE	361,280	74	KETV (7), KMTV (3), KPTM (42), WOWT (6)
Spokane, WA	353,390	75	KAYU-TV (28), KHQ-TV (6), KREM-TV (2), KXLY-TV (4)
Shreveport, LA	352,890	76	KMSS-TV (33), KSLA-TV (12), KTEL-TV (6), KTBS-TV (3), KWLB (45)
Paducah, KY-Cape Girardeau, MO-Hanover-Marion, IL	346,830	77	KBSI (23), KFVS-TV (12), KPQB-TV (15), WCEE (13), WPSD-TV (6), WSIL-TV (3), WTCT (27)
Champaign & Springfield-Decatur, IL	345,740	78	WAND (17), WCCU (27), WCFN (49), WCIA (3), WFHL (23), WICD (15), WICS (20), WRSP-TV (55)
Portland-Auburn, ME	342,810	79	WCSH-TV (6), WGME-TV (13), WMTW-TV (8), WPXT (51)
Springfield, MO	337,880	80	KDEB-TV (27), KOLR (10), KSPR (33), KYTV (3)
Tucson, AZ	333,650	81	KGUN (9), KHRR (40), KMSB-TV (11), KOLD-TV (13), KTTU-TV (18), KVOA-TV (4)
Chattanooga, TN	317,560	82	WDEF-TV (12), WDSI-TV (61), WELF (23), WFL-TV (53), WRCB-TV (3), WTVC (9)
Huntsville-Decatur-Florence, AL	304,150	83	WAAY-TV (31), WAFF (48), WHNT-TV (19), WOWL-TV (15), WYLE (26), WZDX (54)
Cedar Rapids-Waterloo-Dubuque, IA	303,370	84	KCRG-TV (9), KDUB-TV (40), KGAN (2), KOCR (28), KTVC (48), KWHL (7)
Madison, WI	303,320	85	WISC-TV (3), WKOW-TV (27), WMSN-TV (47), WMVT (15)
South Bend-Elkhart, IN	302,470	86	WHME-TV (46), WNDU-TV (16), WSBT-TV (22), WSJV (28)
Columbia, SC	302,090	87	WACH (57), WIS (10), WLTX (19), WOLO-TV (25)
Davenport, IA-Rock Island-Moline, IL	299,740	88	KJMH (26), KLIB-TV (18), KWQC-TV (6), WHBF-TV (4), WQAD-TV (8)
Fort Myers-Naples, FL	298,710	89	WBHH-TV (20), WEVU (28), WFTX (36), WINK-TV (11), WNPL-TV (46)
Jackson, MS	290,650	90	WAPT (16), WBDO (40), WJTV (12), WLBT-TV (3), WNTZ (48)
Johnstown-Altoona, PA	286,010	91	WATM-TV (23), WJAC-TV (6), WKBS-TV (47), WTAJ-TV (10), WWCP-TV (8)
Burlington, VT-Plattsburgh, NY	283,770	92	WCAX-TV (3), WNNE-TV (31), WPTZ (5), WVN (22)
Tri-Cities (Bristol, VA-Kingsport-Johnson City, TN)	281,470	93	WCYB-TV (5), WEMT (39), WJHL-TV (11), WKPT-TV (19)
Youngstown, OH	277,090	94	WFMJ-TV (21), WKBW-TV (27), WYTV (33)
Evansville, IN	274,970	95	WEHT (25), WEVV (44), WFR-TV (14), WLCN (19), WTVW (7)
Baton Rouge, LA	261,020	96	WAFB (9), WBRZ (2), WGMG (44), WVLA (33)
Colorado Springs-Pueblo, CO	258,800	97	KKTV (11), KOAA-TV (5), KRDO-TV (13), KCRM-TV (21)
Waco-Temple-Bryan, TX	252,010	98	KBTX-TV (3), KCEN-TV (6), KWKT (44), KWTX-TV (10), KXXV (25), KYLE (28)
Springfield-Holyoke, MA	249,340	99	WGGB-TV (40), WWLP (22)
El Paso, TX	249,230	100	KDBC-TV (4), KFOX-TV (14), KINT-TV (26), KJLF-TV (65), KTSF-TV (9), KVIA-TV (7), KZIA (48), XEJV (5), XEPM-TV (2), XHJJ-TV (44)
Lincoln & Hastings-Kearney, NE	248,460	101	KCAN (8), KGIN (11), KHAS-TV (5), KHGI-TV (13), KOLN (10), KSNB-TV (4), KWNB-TV (6)
Savannah, GA	245,950	102	WJCL (22), WSAW-TV (3), WTGS (28), WTOC-TV (11), WUBI (34)
Greenville-New Bern-Washington, NC	245,530	103	WTCT (12), WFXI (8), WITN-TV (9), WNCT-TV (9), WYDO (14)
Fort Wayne, IN	240,570	104	WANE-TV (15), WFFT-TV (55), WINM (63), WKJG-TV (33), WPTA (21)
Charleston, SC	233,720	105	WCBD-TV (2), WCIV (4), WCSC-TV (5), WCTP (36), WTAT-TV (24)

MARKET	NIELSEN DMA TV HOUSEHOLDS	RANK	MARKET AREA COMMERCIAL STATIONS
Lansing, MI	230,740	106	WLX-TV (10), WLJ (53), WLNS-TV (6), WSYM-TV (47)
Sioux Falls-Mitchell, SD	222,530	107	KABY-TV (9), KDLQ-TV (3), KDLT (5), KELO-TV (11), KPLD-TV (6), KPRY-TV (4), KSFY-TV (13), KTMM (12), KTTW (17)
Augusta, GA	218,830	108	WAGT (26), WFYG (54), WJBF (6), WRDW-TV (12)
Fargo-Valley City, ND	217,360	109	KBRR (10), KJRR (7), KNRR (12), KTHI-TV (11), KVRR (15), KXJB-TV (4), WDAY-TV (6), WDAZ-TV (8)
Tyler-Longview, TX	216,680	110	KETK-TV (56), KFXK (51), KLSB-TV (19), KLTV (7), KTR (9)
Montgomery, AL	214,560	111	WAKA (8), WCOV-TV (20), WHOA-TV (32), WMCF-TV (45), WSFA (12)
Santa Barbara-Santa Maria-San Luis Obispo, CA	211,150	112	KCOY-TV (12), KEYT-TV (3), KSBY (6)
McAllen-Weslaco-Brownsville-McAllen, TX	210,940	113	KGBT-TV (4), KNVO (48), KRGV-TV (5), KVEO (23), XHRIQ (2)
Pekoria-Bloomington, IL	209,660	114	WEEK-TV (25), WHOI (19), WMBD-TV (31), WYZZ-TV (43)
Monterey-Salinas, CA	206,880	115	KCBA (35), KCCN-TV (46), KSFW (8), KSMS-TV (67)
Tallahassee, FL-Thomasville, GA	205,820	116	WCTV (6), WLHL (49), WTWC (40), WTXL-TV (27)
Eugene, OR	204,720	117	KCBY-TV (11), KEVU (34), KEZI (9), KMTR (16), KMTX-TV (46), KMTZ (23), KPIC (4), KVAL-TV (13)
Fort Smith, AR	200,980	118	KFAA (51), KFSM-TV (5), KHBS (40), KHOG-TV (29), KPOM-TV (24)
Traverse City-Cadillac, MI	199,970	119	WGKI (33), WGKU (45), WGTO (8), WGTV (29), WPBN-TV (7), WTOM-TV (4), WWTV (9), WWUP-TV (10)
Lafayette, LA	196,820	120	KADN (15), KATC (3), KLFY-TV (10)
Reno, NV	191,500	121	KAME-TV (21), KOLO-TV (8), KRN (4), KTVN (2)
Columbus, GA	185,500	122	WLTZ (38), WRBL (3), WSWS (66), WTVM (9), WXTX (54)
Yakima-Pasco-Richland-Kennewick, WA	185,320	123	KAPP (35), KEPR-TV (19), KIMA-TV (29), KLEW-TV (3), KNDO (23), KNDU (25), KVEW (42)
Macon, GA	182,020	124	WGNM (64), WGXA (24), WMAZ-TV (13), WMGT (41)
Boise, ID	176,910	125	KBCI-TV (2), KHD (9), KIV (6), KTRV (12), KTVB (7)
Chico-Redding, CA	174,670	126	KCPM (24), KCVU (30), KHSI-TV (12), KRCC-TV (7)
Florence-Myrtle Beach, SC	173,300	127	WBTV (13), WGSE (43), WPDE-TV (15)
Corpus Christi, TX	172,940	128	KIII (3), KORO (28), KRIS-TV (6), KZTV (10)
Bakersfield, CA	170,590	129	KBAK-TV (29), KERO-TV (23), KGET (17), KUZZ-TV (45)
Amarillo, TX	170,300	130	KAMR-TV (4), KCIT (14), KFDA-TV (10), KVIH-TV (12), KVI-TV (7)
Wausau-Rhineland, WI	169,160	131	WAOW-TV (9), WJFW-TV (12), WSAW-TV (7)
Columbus-Tupelo-West Point, MS	167,740	132	WCBI-TV (4), WLOV-TV (27), WTVA (9)
Monroe, LA-EI Dorado, AR	167,720	133	KARD (14), KMCT-TV (39), KNOE-TV (8), KTVE (10)
Duluth, MN-Superior, WI	165,880	134	KBJR-TV (6), KDLH (3), WDIO-TV (10), WIRT (13)
La Crosse-Eau Claire, WI	165,270	135	WEAU-TV (13), WEUX (48), WKBT (8), WLAX (25), WQOW-TV (18), WXOW-TV (19)
Beaumont-Port Arthur, TX	163,740	136	KBMT (12), KFDM-TV (6), KJAC-TV (4)
Rockford, IL	162,440	137	WIFR (23), WQRF-TV (39), WREX-TV (13), WTVO (17)
Wheeling, WV-Steubenville, OH	158,300	138	WTOT-TV (9), WTRF-TV (7)
Wilmington, NC	156,470	139	WECT (6), WSFX-TV (26), WWAY (3)
Wichita Falls, TX-Lawton, OK	153,000	140	KALZ-TV (6), KFDX-TV (3), KJTL (18), KSWO-TV (7)
Erie, PA	152,750	141	WEIG (66), WICU-TV (12), WJET-TV (24), WSEE-TV (35)
Topeka, KS	152,340	142	KSNT (27), KTKA-TV (49), WIBW-TV (13)
Sioux City, IA	151,600	143	KCAU-TV (9), KMEG (14), KTV (4)
Terre Haute, IN	151,420	144	WBAK-TV (38), WTHI-TV (10), WTW (2)
Medford-Klamath Falls, OR	145,250	145	KDKF (31), KDRV (12), KMVU (26), KOB (5), KOTI (2), KTVL (10)
Rochester, MN-Mason City, IA-Austin, MN	142,080	146	KAAL (6), KIMT (3), KTTC (10), KXLT-TV (47)
Joplin, MO-Pittsburg, KS	140,100	147	KKFT (20), KOAM-TV (7), KODE-TV (12), KSNF (16)
Binghamton, NY	136,990	148	WBNG-TV (12), WICZ-TV (40), WMGC-TV (34)
Columbia-Jefferson City, MO	136,210	149	KMZ (17), KNL (25), KOMU-TV (8), KRCG (13)
Bluefield-Buckley-Oak Hill, WV	136,110	150	WOAY-TV (4), WVVA (6)
Odessa-Midland, TX	135,420	151	KMID (2), KMLM (42), KOSA-TV (7), KPEJ (24), KWAB-TV (4), KWES-TV (9)
Lubbock, TX	134,970	152	KAMC (28), KCBD-TV (11), KJTV (34), KLBK-TV (13)
Minot-Bismarck-Dickinson, ND	131,510	153	KBMY (17), KFYR-TV (5), KMCY (14), KMOT (10), KOCD-TV (7), KUMV-TV (8), KOMA-TV (2), KQMB-TV (12), KQMC-TV (13), KQMD-TV (11)
Albany, GA	129,170	154	WALB-TV (10), WFXL (31), WSST-TV (55)
Bangor, ME	124,820	155	WABI-TV (5), WLBB-TV (2), WMTV (7)
Anchorage, AK	123,000	156	KDMD (33), KIMO (13), KTBY (4), KTUU-TV (2), KTV (11), KYES (5)
Quincy, IL-Hannibal, MO-Keokuk, IA	110,450	157	KHOA-TV (7), WGEM-TV (10), WTJR (16)
Biloxi-Gulfport, MS	109,130	158	WLOX-TV (13), WXXV-TV (25)
Sherman-TX-Ada, OK	108,070	159	KTEN (10), KXII (12)
Abilene-Sweetwater, TX	107,220	160	KRBC-TV (9), KTAB-TV (32), KTXS-TV (12)
Panama City, FL	105,790	161	WJHG-TV (7), WMBB (13), WPGX (28)
Clarksburg-Weston, WV	102,580	162	WBOY-TV (12), WDTV (5), WLY (46)
Idaho Falls-Pocatello, ID	102,250	163	KDK (3), KIFI-TV (8), KJVI (2), KPV (6)
Palm Springs, CA	100,990	164	KESQ-TV (42), KMIR-TV (36)
Salisbury, MD	100,470	165	WBDC-TV (16), WMDT (47)
Utica, NY	98,380	166	WFXV (33), WKTV (2), WUTR (20)
Elmira, NY	94,740	167	WENY-TV (36), WETM-TV (18), WYDC (48)
Gainesville, FL	93,820	168	WCJB (20), WOGX (51)
Hattiesburg-Laurel, MS	91,680	169	WDAM-TV (7), WHL (22)
Billings, MT	89,560	170	KSVI (6), KTVQ (2), KULR-TV (8), KYUS-TV (3)
Watertown, NY	88,460	171	WWNY-TV (7), WWTI (50)
Alexandria, LA	86,410	172	KALB-TV (5), KLAX-TV (31)
Dothan, AL	86,380	173	WDAU (34), WDHN (18), WTVY (4)
Rapid City, SD	86,050	174	KCLO-TV (15), KEVN-TV (7), KHSD-TV (11), KIV-TV (5), KOTA-TV (3), KSGW-TV (12)
Marquette, MI	85,190	175	WLUC-TV (6)
Missoula, MT	80,550	176	KCFW-TV (9), KECI-TV (13), KPAX-TV (8), KTMF (23)

Television Market Rankings

MARKET	NIELSEN DMA TV HOUSEHOLDS	RANK	MARKET AREA COMMERCIAL STATIONS
Greenwood-Greenville, MS	76,960	177	WABG-TV (6), WXVT (15)
Yuma, CA-El Centro, AZ	76,960	177	KECY-TV (9), KSWT (13), KYMA (11), XHBC-TV (3)
Lake Charles, LA	75,540	179	KPLC-TV (7), KVHP (29)
Jonesboro, AR	72,260	180	KAIT-TV (8)
Meridian, MS	66,070	181	WGBC (30), WMDN (24), WTOK-TV (11)
Bowling Green, KY	65,930	182	WBKO (13), WKNT (40)
Great Falls, MT	63,220	183	KFBB-TV (5), KRTV (3), KTGF (16)
Grand Junction-Montrose, CO	61,090	184	KJCT-TV (8), KREX-TV (5), KREY-TV (10), KREZ-TV (6)
Parkersburg, WV	61,060	185	WTAP-TV (15)
Jackson, TN	59,460	186	WBBI-TV (7), WMTU (16)
Tuscaloosa, AL	57,840	187	WCFT-TV (33), WDBB (17)
Mankato, MN	57,810	188	KEYC-TV (12)
Eureka, CA	56,530	189	KAEF (23), KBVU (29), KIEM-TV (3), KVIQ-TV (6)
St. Joseph, MO	54,390	190	KQTV (2), KTAJ (16)
Butte-Bozeman, MT	52,000	191	KCTZ (7), KTVM (6), KXL-F-TV (4)
Lafayette, IN	50,650	192	WLR-TV (18)
Cheyenne, WY-Scottsbluff, NE-Sheridan, CO	49,000	193	KDUH-TV (4), KGWN-TV (5), KKTU (33), KLWY (27), KSTF (10)
Casper-Riverton, WY	47,580	194	KFN8 (20), KFNE (10), KGWC-TV (14), KGWL-TV (5), KGWR-TV (13), KTWO-TV (2)
San Angelo, TX	47,490	195	KACB-TV (3), KIDY (6), KLST (8)
Charlottesville, VA	44,550	196	WVIR-TV (29)
Anniston, AL	43,640	197	WJSU-TV (40)
Laredo, TX	41,930	198	KGNS-TV (8), KLDO-TV (27), KVTV (13), XEFF-TV (2)
Ottumwa, IA-Kirksville, MO	41,660	199	KTVO (3), KYOU-TV (15)
Twin Falls, ID	40,450	200	KKVI (35), KMVT (11)
Lima, OH	39,180	201	WLJO (35), WTLW (44)
Harrisonburg, VA	38,850	202	WHSV-TV (3)
Bend, OR	34,710	203	KTVZ (21)
Zanesville, OH	31,320	204	WHIZ-TV (18)
Fairbanks, AK	31,160	205	KATN (2), KJNP-TV (4), KTVF (11)
Presque Isle, ME	30,950	206	WAGM-TV (8)
Victoria, TX	27,210	207	KAVU-TV (25), KVCT (19)
Helena, MT	20,430	208	KTVH (12)
Alpena, MI	16,250	209	WBKB-TV (11)
North Platte, NE	14,540	210	KNOP-TV (2)
Glendive, MT	4,700	211	KXGN-TV (5)

MARKET

Abilene-Sweetwater
Albany, GA
Albany-Schenectady-Troy
Albuquerque-Santa Fe
Alexandria, LA
Alpaca
Amarillo
Anchorage
Anniston
Atlanta
Augusta
Austin
Bakersfield
Baltimore
Bangor
Baton Rouge
Beaumont-Port Arthur
Bend, OR
Billings
Biloxi-Gulfport
Binghamton
Birmingham
Bluefield-Beckley-Oakland
Boise
Boston
Bowling Green
Buffalo
Burlington-Plattsburgh
Butte-Bozeman
Casper-Riverton
Cedar Rapids-Waterloo
Champaign & Springfield
Charleston, SC
Charleston-Huntington
Charlotte
Charlottesville
Chattanooga
Cheyenne-Scottsbluff
Chicago
Chico-Redding
Cincinnati
Clarksburg-West Virginia
Cleveland
Colorado Springs
Columbia, SC
Columbia-Jefferson
Columbus, GA
Columbus, OH
Columbus-Tuscaloosa
Corpus Christi
Dallas-Fort Worth
Davenport-Rock Island
Dayton
Denver
Des Moines

Alphabetical List of TV Markets—1994-95

Nielsen DMA TV Households Ranking

MARKET	RANK	MARKET	RANK	MARKET	RANK	MARKET	RANK
Abilene-Sweetwater	160	Detroit	9	Laredo	198	Rochester-Mason City-Austin	146
Albany, GA	154	Dothan	173	Las Vegas	72	Rockford	137
Albany-Schenectady-Troy	52	Duluth-Superior	134	Lexington	68	Sacramento-Stockton-Modesto	21
Albuquerque-Santa Fe	49	El Paso	100	Lima	201	Salisbury	165
Alexandria, LA	172	Elmira	167	Lincoln & Hastings-Kearney	101	Salt Lake City	37
Alpena	209	Erie	141	Little Rock-Pine Bluff	58	San Angelo	195
Amarillo	130	Eugene	117	Los Angeles	2	San Antonio	39
Anchorage	156	Eureka	189	Louisville	50	San Diego	27
Anniston	197	Evansville	95	Lubbock	152	San Francisco-Oakland-San Jose	5
Atlanta	10	Fairbanks	205	Macon	124	Santa Barbara-Santa Maria-	
Augusta	108	Fargo-Valley City	109	Madison	85	San Luis Obispo	112
Austin	65	Flint-Saginaw-Bay City	60	Mankato	188	Savannah	102
Bakersfield	129	Florence-Myrtle Beach	127	Marquette	175	Seattle-Tacoma	12
Baltimore	23	Fort Myers-Naples	89	Medford-Klamath Falls	145	Sherman-Ada	159
Bangor	155	Fort Smith	118	Memphis	42	Shreveport	76
Baton Rouge	96	Fort Wayne	104	Meridian	181	Sioux City	143
Beaumont-Port Arthur	136	Fresno-Visalia	57	Miami-Fort Lauderdale	16	Sioux Falls-Mitchell	107
Bend, OR	203	Gainesville	168	Milwaukee	29	South Bend-Elkhart	86
Billings	170	Glendive	211	Minneapolis-St. Paul	14	Spokane	75
Biloxi-Gulfport	158	Grand Junction-Montrose	184	Minot-Bismarck-Dickinson	153	Springfield, MO	80
Binghamton	148	Grand Rapids-Kalamazoo-		Missoula	176	Springfield-Holyoke	99
Birmingham	51	Battle Creek	38	Mobile-Pensacola	61	St. Joseph	190
Bluefield-Buckley-Oak Hill	150	Great Falls	183	Monroe-El Dorado	133	St. Louis	20
Boise	125	Green Bay-Appleton	70	Monterey-Salinas	115	Syracuse	67
Boston	6	Greensboro-High Point-		Montgomery	111	Tallahassee-Thomasville	116
Bowling Green	182	Winston Salem	48	Nashville	33	Tampa-St. Petersburg-Sarasota	15
Buffalo	36	Greenville-New Bern-Washington	103	New Orleans	41	Terre Haute	144
Burlington-Plattsburgh	92	Greenville-Spartanburg-Asheville-		New York	1	Toledo	64
Butte-Bozeman	191	Anderson	35	Norfolk-Portsmouth-Newport News	40	Topeka	142
Casper-Riverton	194	Greenwood-Greenville	177	North Platte	210	Traverse City-Cadillac	119
Cedar Rapids-Waterloo-Dubuque	84	Harlingen-Westlaco-Brownsville-		Odessa-Midland	151	Tri-Cities (Bristol, VA-Kingsport-	
Champaign & Springfield-Decatur	78	McAllen	113	Oklahoma City	43	Johnson City, TN)	93
Charleston, SC	105	Harrisburg-Lancaster-Lebanon-York	44	Omaha	74	Tucson	81
Charleston-Huntington	56	Harrisonburg	202	Orlando-Daytona Beach-Melbourne	22	Tulsa	59
Charlotte	28	Hartford & New Haven	26	Ottumwa-Kirksville	199	Tuscaloosa	187
Charlottesville	196	Hattiesburg-Laurel	169	Paducah-Cape Girardeau-		Twin Falls	200
Chattanooga	82	Helena	208	Harrisburg-Mount Vernon	77	Tyler-Longview	110
Cheyenne-Scottsbluff-Sterling	193	Honolulu	69	Palm Springs	164	Utica	166
Chicago	3	Houston	11	Panama City	161	Victoria	207
Chico-Redding	126	Huntsville-Decatur-Florence	83	Parkersburg	185	Waco-Temple-Bryan	98
Cincinnati	30	Idaho Falls-Pocatello	163	Peoria-Bloomington	114	Washington, DC	7
Clarksburg-Weston	162	Indianapolis	24	Philadelphia	4	Watertown	171
Cleveland	13	Jackson, MS	90	Phoenix	19	Wausau-Rhineland	131
Colorado Springs-Pueblo	97	Jackson, TN	186	Pittsburgh	17	West Palm Beach-Fort Pierce	45
Columbia, SC	87	Jacksonville-Brunswick	55	Portland, OR	25	Wheeling-Steubenville	138
Columbia-Jefferson City	149	Johnstown-Altoona	91	Portland-Auburn	79	Wichita Falls & Lawton	140
Columbus, GA	122	Jonesboro	180	Presque Isle	206	Wichita-Hutchinson	62
Columbus, OH	34	Joplin-Pittsburg	147	Providence-New Bedford	46	Wilkes Barre-Scranton	47
Columbus-Tupelo-West Point	132	Kansas City	31	Quincy-Hannibal-Keokuk	157	Wilmington	139
Corpus Christi	128	Knoxville	63	Raleigh-Durham	32	Yakima-Pasco-Richland-Kennewick	123
Dallas-Fort Worth	8	La Crosse-Eau Claire	135	Rapid City	174	Youngstown	94
Davenport-Rock Island-Moline	88	Lafayette, IN	192	Reno	121	Yuma-El Centro	177
Dayton	53	Lafayette, LA	120	Richmond-Petersburg	54	Zanesville	204
Denver	18	Lake Charles	179	Roanoke-Lynchburg	66		
Des Moines-Ames	73	Lansing	106	Rochester, NY	71		

NESS

Cable TV is Gaining Ground

ever marketed, according to the Consumer Electronics Manufacturers Association, based in Arlington. CD players, VCRs, cellular phones—they all took longer to achieve those volumes of sales.

It also makes DBS providers—and not the phone industry, as once widely expected—the most formidable challenger to the \$25 billion-a-year cable industry, which has long had a de facto monopoly on pay TV service.

"We've opened people's eyes to the fact that we have the most efficient technology," said Charlie Ergen, a DBS pioneer whose Denver-area company, Echostar Communications Corp., touched off a price war by slashing its dish price to \$199.

The early success of DBS has been noted on Wall Street, where stocks of cable TV companies have been languishing, in part due to concerns about the new competition. The investment firm Donaldson, Lufkin & Jenrette Securities Corp. predicts that cable companies will stop gaining new customers altogether over the next few years as DBS takes hold in 19.3 million homes, or one of every five Americans, by the year 2000.

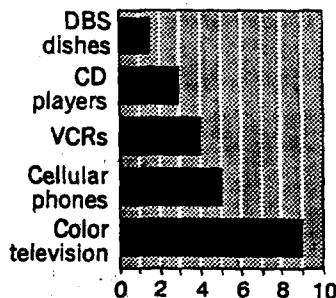
DBS generally offers a sharper picture than cable, and has other major advantages. The most popular small dish—the so-called DSS system marketed by RCA, Sony Corp. and others—can handle as many as 200 channels of video and

See DBS, H2, Col. 5

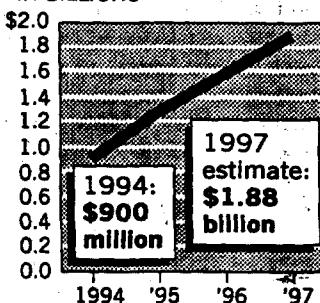
SELLING LIKE HOT DISHES

No consumer electronics item has sold a million units as quickly as direct-broadcast satellite dishes, and projections show the business continuing to grow.

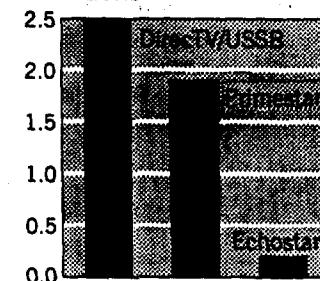
NUMBER OF YEARS TO SELL 1 MILLION UNITS



SALES OF SATELLITE DISHES, IN BILLIONS



NUMBER OF HOMES SERVED, IN MILLIONS



SOURCES: Satellite Business News, Consumer Electronics Manufacturers Association

Economic News Sends Dow Up 48

Low Inflation Reports Help Stocks Rebound

Associated Press

NEW YORK, Oct. 11—Stocks rose today as the latest economic data indicated a continuing combination of moderate growth with stable inflation, sending interest rates lower in the bond market.

The Dow Jones industrial average closed at 5969.38, up 47.71 points, rebounding from a week-long slide. For the week, the Dow cut its loss to 23.48, pulling back within 31 points of 6000. The Dow made its first-ever moves above 6000 on Monday and Tuesday, but quickly retreated.

Advancing issues outnumbered declining ones by nearly 7 to 4 on the New York Stock Exchange, where volume totaled 395.93 million shares, about even with Thursday's pace. The Standard & Poor's 500-stock index rose 6.05 to 700.66, the NYSE's composite index rose 2.54 to 372.89, the American Stock Exchange's market value index rose 0.42 to 580.41, and the Nasdaq composite index rose 11.30 to 1248.27.

Inflation at the wholesale level rose just 0.2 percent in September, while retail sales turned in a better-than-expected performance. The Labor Department reported that the increase in its producer price index, which measures inflationary pressures before they reach the consumer, came after a 0.3 percent August advance.

Meanwhile, the Commerce Department said retail sales rose 0.7 percent in September, the best showing in four months. Sales had fallen 0.2 percent in August.

Realty Attorney Sentenced

THE WASHINGTON POST

Technology

January 27, 1997

Domestic Satellites: Special Report

Space segment is always in demand by the growing U.S. broadcast and cable industry. In 1996 the capacity crunch seemed to be easing slightly, as the FCC doled out expansion slots in May and prices held steady through a busy summer. That all changed on Jan. 11 with the sudden failure of AT&T's Telstar 401 satellite. Now, finding the necessary capacity to keep television signals bouncing out of the sky has become a difficult juggling act, with no quick relief in sight.

Bye-bye birdie

Telstar 401 loss leaves a lasting impression

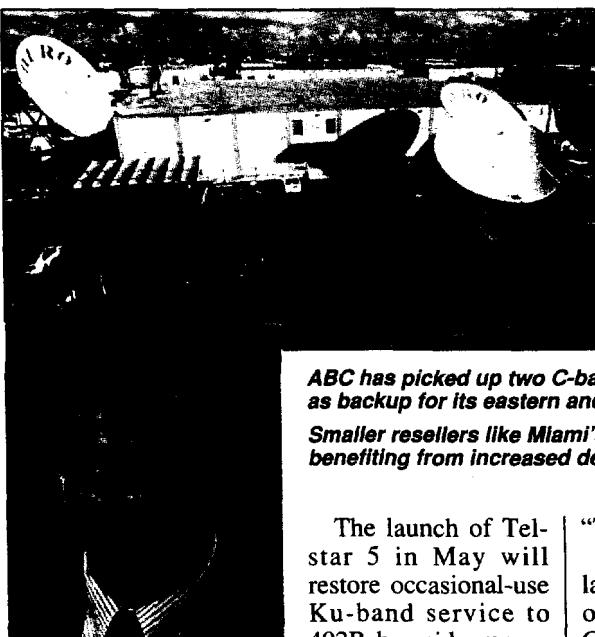
By Glen Dickson

Two weeks after the failure of AT&T's Telstar 401 hybrid satellite (B&C, Jan. 20), the satellite industry is still grappling with the reality of having 24 fewer C-band transponders and 16 fewer Ku-band transponders floating above U.S. skies.

The capacity loss has tightened a recovering C-band market and dealt an immense blow to an already strained Ku-band supply.

"Ad hoc users are seeing an extreme crunch on Ku-band," says Scott Lenehan, manager of North American broadcast services for capacity reseller Vyvx. "There was a shortage even prior to the 401 failure, and it just worsened an already tight situation."

Since the next two birds with Ku-band capacity scheduled to launch, GE Americom's GE-2 and AT&T's Telstar 5, have dedicated their Ku-band payloads to DBS services (Primestar and AlphaStar, respectively), the capacity shortage for occasional users of Ku-band time that existed before the 401 failure won't get any better until the launch of GE-3 in late 1997 and Telstar 6 in 1998.



'When the big-ticket customers got moved to Telstar 402R, they kicked out a lot of the little guys without protected service,' says Ray Conover, Conus Communications VP of engineering. 'A lot of them are knocking on our door.'

Ku-band capacity being used on Galaxy IIIR by the Galaxy Latin America DBS service.

"That's the next new Ku-band capacity coming into the market, at the end-of-November time frame," says Carl Brown, Hughes senior vice president for Galaxy Satellite Services.

ABC has picked up two C-band transponders on GE-1 (top right) as backup for its eastern and western primary program feeds.

Smaller resellers like Miami's Hero Productions (top left) are benefiting from increased demand for occasional-use time.

The launch of Telstar 5 in May will restore occasional-use Ku-band service to 402R by midsummer, however, as the AlphaStar service moves to the new bird. In September, Hughes is launching its Galaxy VIIIi bird into the 95 degrees west slot, which will replace the

"The problem is the gap right now."

GE Americom also is moving up the launch of GE-3 from the fourth quarter of 1997 to the third, says Andreas Georgiou, vice president of global satellite services for GE Americom. "We'll also look to put some older satellites [like Satcom K-1 and K-2] into inclined orbit to deal with the capacity shortage," he says.

Vyvx had 15 C-band transponders before Jan. 11, and lost only two because of 401's failure. The company has picked up an additional C-band transponder on GE-1 to make up for the lost capacity, and has been successful in reassigning about 95% of its affected C-band customers.

Options are scarce on the Ku-band side, however, and Vyvx is even exploring using fiber distribution to

Technology
Special Report: Domestic Satellites

handle its old satellite customers. Vyvx's Lenehan says that "1997 as a whole will be tough Ku-wise."

"Platinum" service 401 customers like ABC had no problem getting replacement C-band capacity from AT&T—that's what they paid for. ABC had five C-band transponders on 401, and now it has five on 402R. It has also acquired two backup C-band transponders on GE Americom's GE-1.

But for Ku-band space, even an SNG giant like ABC is forced to scramble. "AT&T doesn't have Ku-band in their inventory," says Richard Wolf, ABC director of telecommunications and distribution services. "So we'll be on other satellite systems through brokers, resellers and other direct satellite operators."

Conus Communications has implemented a strict new satellite booking policy to deal with the Ku-band crisis. The satellite cooperative isn't accepting any bookings in key news times from non-Conus stations through at least Jan. 31.

"It's created a very tight occasional market, so we have to protect our news clients," says Ray Conover, Conus vice president of engineering. "We've set aside some key hours where if you're not in Conus, you're not getting it."

Naturally, the 401 failure has tightened Ku-band prices. "Prices went up 40 to 50 percent at 6:16 a.m. on Jan. 11," Wolf says. (AT&T lost contact with the bird at 6:15 a.m. ET.)

"On a full-time basis for Ku-band, [the 401 failure] really made prices jump," says Grace Leone, president of capacity reseller EFC Startime. "The latest quote I heard had gone from \$185,000 per month for a transponder to an asking price of \$250,000 per month. I don't know if that will sustain once GE-2 is launched and operational. I know it's presold [to Primestar], but there are often opportunities once it's up in the sky."

Leone adds that the Ku-crunch may accelerate broadcasters' conversion to digital compression technology (see page 70). "Some slivers and parcels are available, but a full transponder is very difficult to find," she says.

C-band prices are climbing too. "We were starting to see deals back out there in the marketplace," says Bob Behar, president of capacity reseller Hero Productions. "They're now gone. Right now, you can get whatever price you want...there's a rush in securing capacity."

Flying the crowded skies

The FCC in May 1996 moved to increase the supply of fixed (non-broadcast) satellite capacity, authorizing 11 new satellites. Here's the current satellite lineup, with the new birds in color. When two appear in the same slot, the first is near retirement and is expected to move to accommodate the second.

Orbital slot west	longitude	Frequencies	Satellite	Owner
139	W	C Ku	Aurora 2/Satcom C-5 ACS-3K	GE Americom AMSC
137	W	C Ku	Satcom C-1 unassigned	GE Americom
135	W	C Ku	Satcom C-4 Orion O-FA	GE Americom Orion
133	W	C Ku	Galaxy 1-R(S) unassigned	Hughes
131	W	C Ku	Satcom C-3 unassigned	GE Americom
129	W	C	Loral 1	Loral
127	W	C Ku	Galaxy IX** unassigned	Hughes
125	W	C Ku	Galaxy 5-W GSTAR II	Hughes GE Americom
123	W	hybrid	Galaxy X	Hughes
121	W	Ku	EchoStar FSS-2	EchoStar
105	W	K	GSTAR IV	GE Americom
103	W	C Ku	GE-1 GSTAR 1/GE-1	Hughes GE Americom
101	W	hybrid	Satcom SN-4	GE Americom
99	W	hybrid	Galaxy IV	Hughes
97	W	C	Telstar 302/Telstar 5	AT&T
95	W	hybrid	Galaxy II	GE Americom
93	W	hybrid	unassigned	AT&T
91	W	hybrid	Galaxy VII	Hughes
89	W	hybrid	Telstar 402R	AT&T
87	W	hybrid	Satcom SN-3	GE Americom
85	W	C	Telstar 302/GE-2	AT&T
83	W	K	Satcom KU-1/GE-2	GE Americom
81	W	C Ku	unassigned Satcom KU-2	EchoStar
79	W	hybrid	GE-5	GE Americom
77	W	hybrid	Loral 2	GE Americom
76	W	C	Comstar D-4	Loral
74	W	C Ku	Galaxy VI SBS-6	Comsat Hughes
72	W	Ku	unassigned	Hughes
69	W	hybrid	Satcom SN-2/Telstar 6	GE Americom/AT&T
67	W	hybrid	GE-3	GE Americom
64	W	C Ku	unassigned unassigned	GE Americom
62	W	C Ku	unassigned ACS-2K	AMSC
60	W	C	unassigned	

Note: Most domestic fixed (non-broadcast) communications satellites operate at either the C band (4/6 GHz) or Ku band (12/14 GHz) frequencies. However, many of the newer birds are hybrid, operating in both bands. Each domestic orbital slot can accommodate two single-band satellites (one C band and one Ku band) or one hybrid.

* AT&T has petitioned the FCC to move Telstar 302 from 9.3 to 9.7 to replace the last Telstar 401, and then replace Telstar 302 with Telstar 5 when it is launched in May.

** Launched May 23, 1996.

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